

# Election Survey Report

## June 3, 2014

### Statewide Direct Primary Election



## **Executive Summary**

The June 3, 2014 Statewide Primary Election ran smoothly in Orange County. Overall, elections operations were very successful and logistical issues, such as printing, that are not uncommon when preparing for any election were overcome. For this election, there were more than 1.4 million registered voters who were promptly mailed sample ballots, and likewise, the majority of 750,000 Vote-By-Mail (VBM) ballots were mailed to voters within the first several days permitted by state law. One significant challenge that was overcome by the Registrar of Voters office was the recruitment of poll workers. Primary elections typically do not generate the same level of interest as that of general elections; this is magnified more so during mid-term election cycles when the Office of President is not on the ballot. This is evidenced by the low turnout experienced statewide. In Orange County, a total of 340,187 total ballots were cast for a 24% turnout. Statewide, the turnout was approximately six percentage points lower at 18%. Despite a lower level of public interest in this election, staff successfully recruited 4,703 poll workers to staff 1,135 polling places, up slightly from the 4,635 recruited to serve in the 2012 Presidential Primary Election.

The success of elections operations is heavily dependent on a high level of systems efficiency and organization, as well as successful volunteer recruitment and retention. Consequently, 11 survey instruments are used by the Registrar of Voters office to capture feedback from poll workers and polling place hosts regarding overall Election Day operations, in addition to the quality of service provided by the Registrar of Voters. The survey data collected is critical to measuring performance and informing the Registrar of Voters' ongoing efforts to improve election services. These metrics are monitored on a weekly, if not daily, basis to determine the need for operational adjustments.

This report contains the results of all surveys utilized in the 2014 Statewide Primary Election, which include: (1) Poll Worker Survey, (2) Training Survey, (3) Delivery Survey, (4) Polling Place Survey, (5) Election Supply Distribution Survey, (6) Phone Bank Survey, (7) Recruitment Survey, (8) Coordinator Survey, (9) A-team Survey, (10) Collection Center Survey, and (11) Candidate Filing Survey. Survey responses are carefully examined by the Registrar of Voters, as they have played a significant role in increasing efficiencies and improving the provision of

services as well as contributing to the Orange County Registrar of Voters' standing as an innovator in the field of elections.

The **Poll Worker Survey** asked poll workers to assess the various components of their volunteer experience. The survey was provided to poll workers in their Election Day supply box and distributed at the end of the night. The survey requested poll worker input on training and materials, communication with the Registrar of Voters, issues encountered at their polling place, and their overall experience of serving on Election Day.

The **Training Survey** was also distributed at the end of Election Night and pertained to how well the Registrar of Voters prepared poll workers for Election Day. The survey asked poll workers about the effectiveness of both the online and in-class training components, as well as specific training materials (including the video and Polling Place Operations Manual). This survey helps ensure poll workers are highly trained and prepared so that Election Day operations run as smoothly and efficiently as possible.

The **Delivery Survey** asked polling place hosts to assess the delivery company that was tasked with delivering election supplies and equipment to their location. The telephone survey asked whether the delivery was on time, the driver was courteous, and if there were any issues. This survey is an important and useful tool used to determine the delivery companies that will be retained in future elections, as the level of service provided can greatly impact the satisfaction of the polling place host and their decision to serve again in the future.

The **Polling Place Survey** asked polling place hosts about their experiences receiving, storing, and returning equipment and supplies. The survey additionally measures the satisfaction of polling place hosts with their level of communication with the Registrar of Voters and poll workers, as well as their overall experience serving in the election. This survey is mailed to each polling place host after the election, and it is a good indicator of the likelihood of that polling place host volunteering to serve in future elections.

The **Election Supply Distribution Survey** was provided to Inspectors when they picked up their precinct-specific supplies for Election Day. Inspectors were asked to provide input about

the quality and efficiency of the staff and processes in place for distributing supplies. A satisfactory distribution experience is a factor in an Inspector's decision to continue volunteering for future elections.

The **Phone Bank Survey** was taken by members of the public who called the Public Phone Bank and poll workers who called the Poll Worker Phone Bank. Callers were automatically transferred to the survey at the conclusion of their call to the phone bank. The survey solicits feedback on the agent's ability to answer the caller's question, as well as the quality of service provided by the agent and the Registrar of Voters office. This data is evaluated daily in order to resolve any issues that may arise regarding the level of customer service received by poll workers as well as the general public.

The **Coordinator Survey** was distributed to the Coordinators in order to rate their experiences leading up to and on Election Day. Coordinators serve an essential function as they are liaisons between the Registrar of Voters and the various polling places, aid in troubleshooting, and provide leadership to poll workers as issues arise in the field. Responses provided are useful in assessing the overall efficiency of Election Day operations.

The **A-Team Member Survey** was provided to A-Team members (back-up poll workers serving in the event of cancellations) as they were deployed to a polling place on the morning of the election. The survey is used to assess the efficiency and organization of the deployment process, as well as the overall quality of their experiences volunteering on Election Day.

The **Recruitment Survey** was developed and implemented in 2010 as a means to measure the level of customer service provided by staff members who actively recruit volunteers. After being recruited and assigned to a polling place, volunteers receive an automatic out-going call inviting them to participate in a brief survey. Poll workers are asked to rate four statements regarding the interaction with their recruiter, and survey responses are monitored daily to ensure that staff communicates to volunteers with a high a degree of respect and professionalism.

The **Collection Center Survey** was introduced in this election. The Registrar of Voters office utilizes 33 Collection Centers throughout Orange County where staff receive the supply boxes

and voting equipment that are delivered by the Inspectors after the closing of the polls. Collection Center Workers were asked to complete a seven-question survey soliciting their feedback on the quality of training and preparation received, issues encountered at their assigned collection, and the level of satisfaction experienced serving on Election Night.

The **Candidate Filing Survey** was provided to candidates who completed filing in our office or online. The survey is used to assess the levels of organization and efficiency, as well as the courteousness and professionalism extended to candidates by staff. Results from this survey are not only used to help ensure that a high level of customer service is provided to candidates filing for the election, but also to identify means of streamlining the intensive filing process.

Results from the 11 surveys detailed above indicate that the Registrar of Voters continues to provide excellent service to poll workers and polling place hosts. While the results indicate areas where there is additional room for evaluation or improvement, they largely confirm that the changes implemented in past elections have effectively streamlined and improved election operations. The Registrar of Voters will continue to strive for excellence in providing the highest quality services to volunteers, implementing innovative practices to increase the efficiency of election operations, and ensuring that the voting experience is positive for all of Orange County.

A handwritten signature in black ink, appearing to read "Neal Kelley". The signature is fluid and cursive, with a prominent loop at the end.

Neal Kelley  
Registrar of Voters

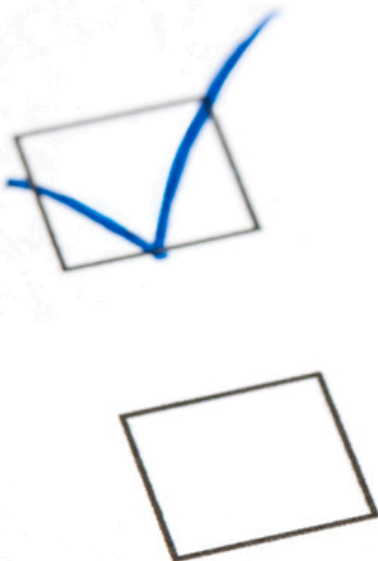


# Poll Worker Survey

*4,703 Poll Workers*

*11 Questions*

*3,177 Survey Responses*



# ***June 3, 2014 Poll Worker Survey***

## **Overview**

At the close of the Statewide Primary Election, poll workers were asked to complete an 11-question survey that was included in all polling place supply boxes. The survey solicits feedback from poll workers on a number of topics, including past experience volunteering for the Registrar of Voters, communication with the office, connecting the eBooths, issues encountered at assigned polling places, and the quality of service provided by the Registrar of Voters. The survey response rate was 67%, as 3,177 out of the 4,703 poll workers who worked on Election Day completed surveys and returned them with their Supply Box on Election Night.

Data collected from the Poll Worker survey informs the Registrar of Voters office of the effectiveness and value of services provided to poll workers, as well as assists in the identification of methods to improve elections operations. Survey responses indicating highly rated aspects of the poll worker experience for this election included:

1. The Polling Place Operations Manual.
2. A significant decrease in issues encountered at assigned polling places.
3. The overall quality of service provided Poll Workers by the Registrar of Voters.

While the majority of poll workers were satisfied with their experience leading up to and on Election Day, the Poll Worker Survey also identified areas for improvement as highlighted below.

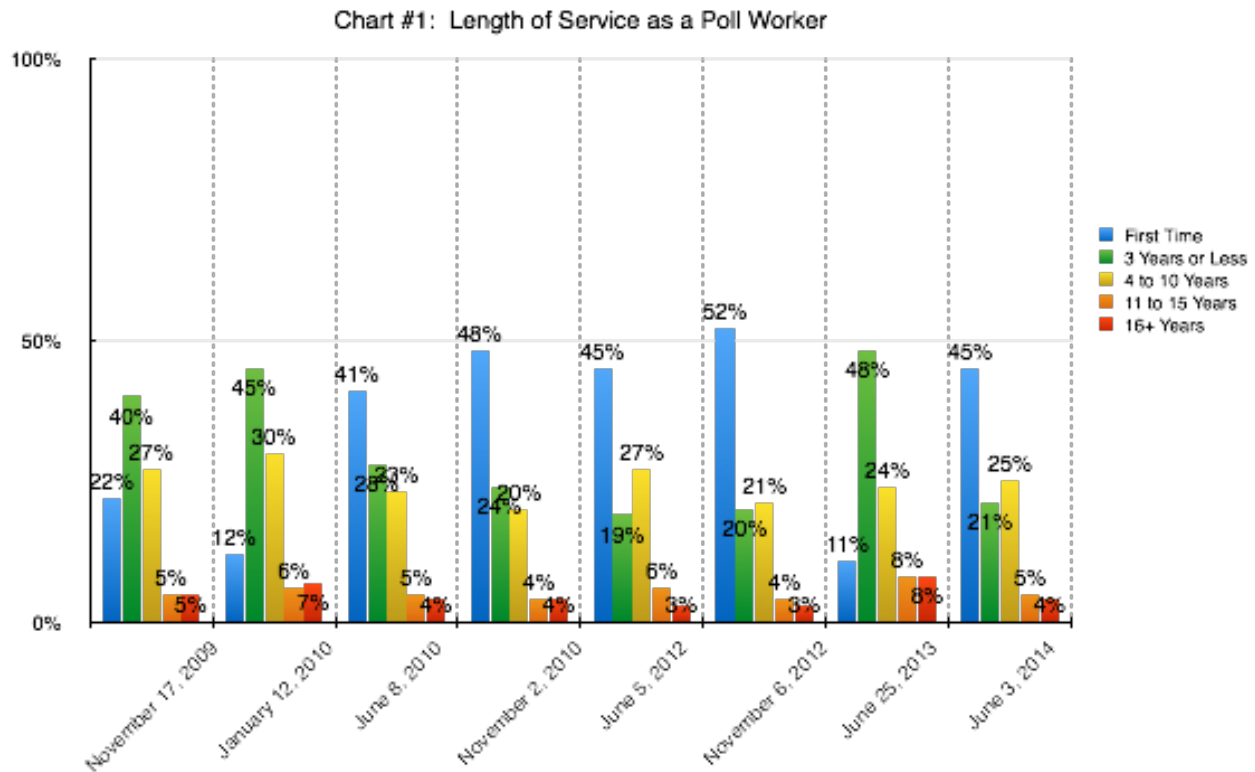
1. Increasing the communication between poll workers and the Registrar of Voters through a variety of methods that include enhancing the Poll Worker PASS program.
2. Improving the overall Election Day experience for poll workers.
3. Strengthening poll worker retention efforts.

# June 3, 2014 Poll Worker Survey

## Poll Worker Experience

Survey respondents who reported that the June 3<sup>rd</sup> Statewide Primary Election was the first election in which they volunteered as a poll worker constituted 45% of the total number of respondents. In contrast, 25% reported four to ten years of prior service, and 9% reported eleven or more years of prior service as a poll worker in Orange County.

Chart #1 below shows that the years-of-service results from this election are fairly consistent with those from prior statewide elections, as the general trend since 2010 has been that first time volunteers are the highest percentage reporting, with the distinct exception of the 2013 Cypress Special Municipal Election.



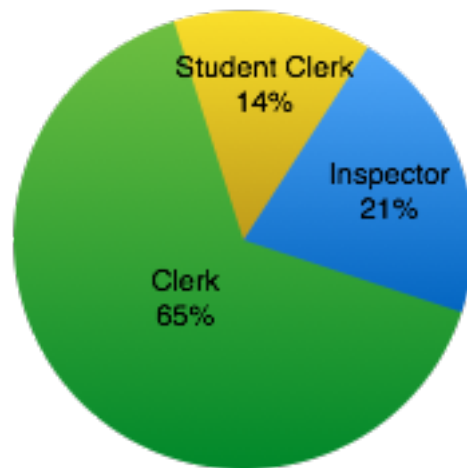


## June 3, 2014 Poll Worker Survey

Poll workers can serve in one of three different capacities. Approximately 65% of survey respondents served as Clerks, who help process voters and assist with the polling place set-up and closing procedures, a six percentage point increase from 2013. Student Clerks, who are high school students between the ages of 16 and 18 years of age, made up 14% of survey respondents. Inspectors, who are generally more experienced poll workers and are responsible for managing all activities of their assigned polling place, made up 21% of survey respondents. The number of surveys received from both Inspectors and Student Clerks decreased by approximately three percentage points in the 2014 Statewide Primary Election.

The breakdown of survey respondents by position is illustrated below in Chart #2.

Chart #2: Election Day Position



### Motivation

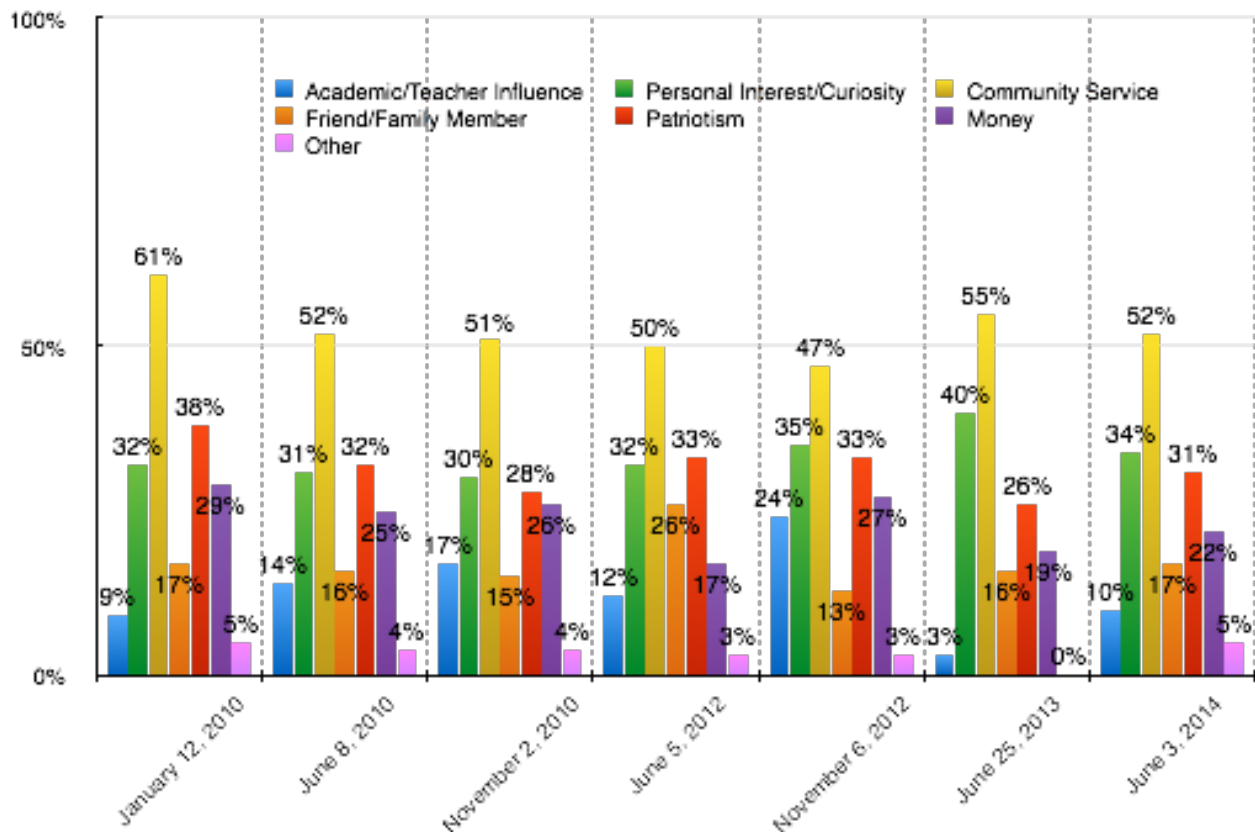
The Poll Worker Survey asks volunteers to share their primary motivation(s) for serving in the election, and the responses are depicted in Chart #3 on the following page. Poll workers could select more than one option from the following list: academic/teacher influence, personal interest/curiosity, community service, friend/family member, patriotism, money, or other.

As was the case in the six prior elections, community service received the highest percentage of responses at 52% in this election. This was followed by personal interest/curiosity (34%),

# June 3, 2014 Poll Worker Survey

patriotism (31%), and money (22%). The general trend has also remained fairly constant over the last seven elections regarding what motivates poll workers to serve, though there has been some slight fluctuation between the response rates for personal interest and patriotism. Academic influence received a response rate of only ten percent, and it has been the lowest rated motivator behind Other, with the exception of the 2010 and 2012 General Elections. Studies have revealed that schools and teachers can impact student engagement in the democratic process, and by continuing to partner with high schools and colleges it is hoped that this number can be increased.

Chart #3: Motivation for Serving as a Poll Worker



## Training

## ***June 3, 2014 Poll Worker Survey***

For this election, the Registrar of Voters office continued to offer poll workers a variety of options to complete their training. Returning Clerks had the option of taking the Clerk class online in the convenience of their home or in a traditional classroom format. New Clerks and Inspectors were provided training in a traditional classroom format, while returning Inspectors had the option of completing the entire training in a classroom setting or completing a hybrid format consisting of an online component and a shortened in-class component.

The Poll Worker Survey asked poll workers about the Polling Place Operations Manual and the Poll Worker Training Video. Poll workers were asked to rate both training components using the following scale: excellent, very good, good, fair, poor or not applicable.

### Polling Place Operations Manual

The Polling Place Operations Manual was provided to poll workers at all classroom trainings, in the Inspector Supply Box, as well as made available online to the volunteers who choose to take online training. As shown on the following page in Chart #5, 86% of poll workers rated the manual as excellent or very good, which is consistent with ratings in the two prior elections. Ratings of good were given by ten percent of respondents, while only one percent described the manual as fair or poor.

### Poll Worker Training Video

The Poll Worker Training Video reviews all aspects of serving on Election Day and provides a comprehensive overview of all polling place operations in an engaging and easily understandable manner. Consistent with results from the last two elections, 74% of respondents rated the video as excellent or very good as depicted in Chart #5 on the following page. Only one percent of respondents rated the video as fair or poor, while ten percent described it as good. Again, these results follow the same positive trend that was reported in June 2013 and November 2012.

# June 3, 2014 Poll Worker Survey

Chart #4: Poll Worker Rating of Polling Place Operations Manual

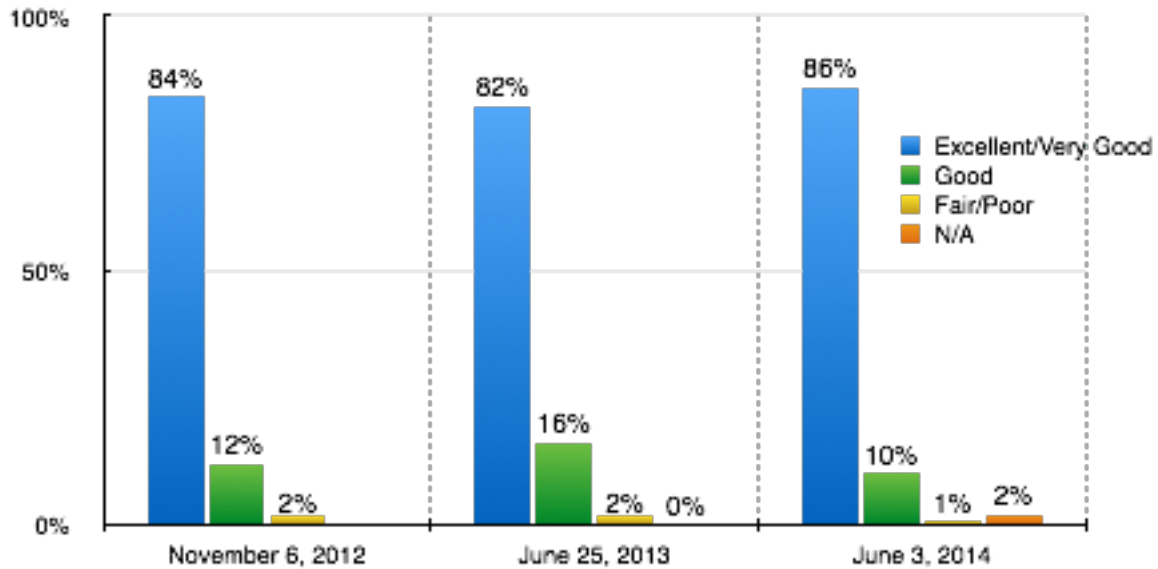
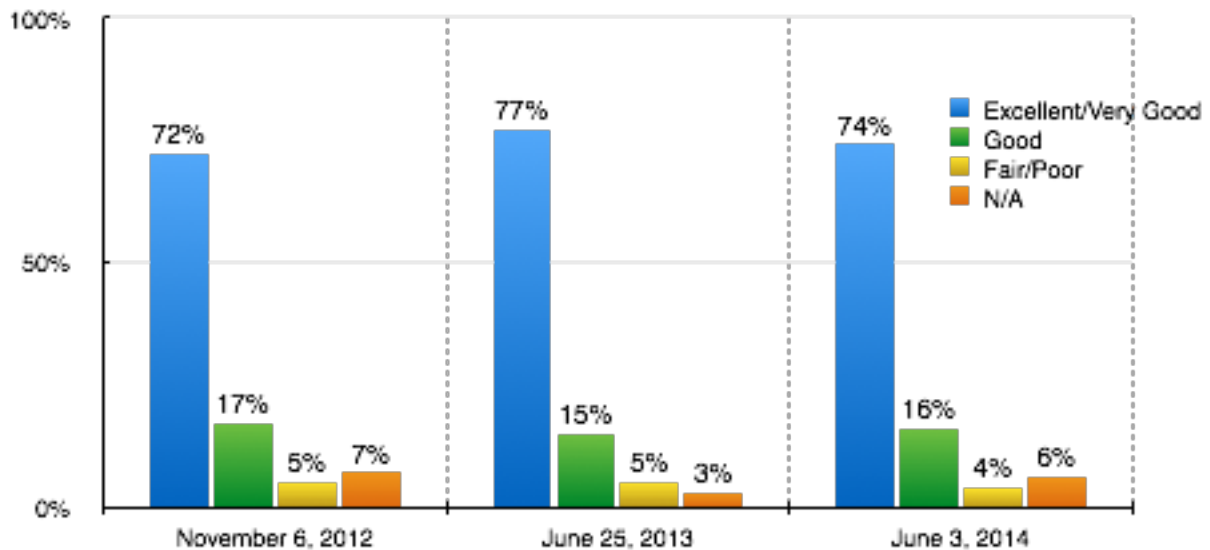


Chart #5: Poll Worker Rating of Training Video



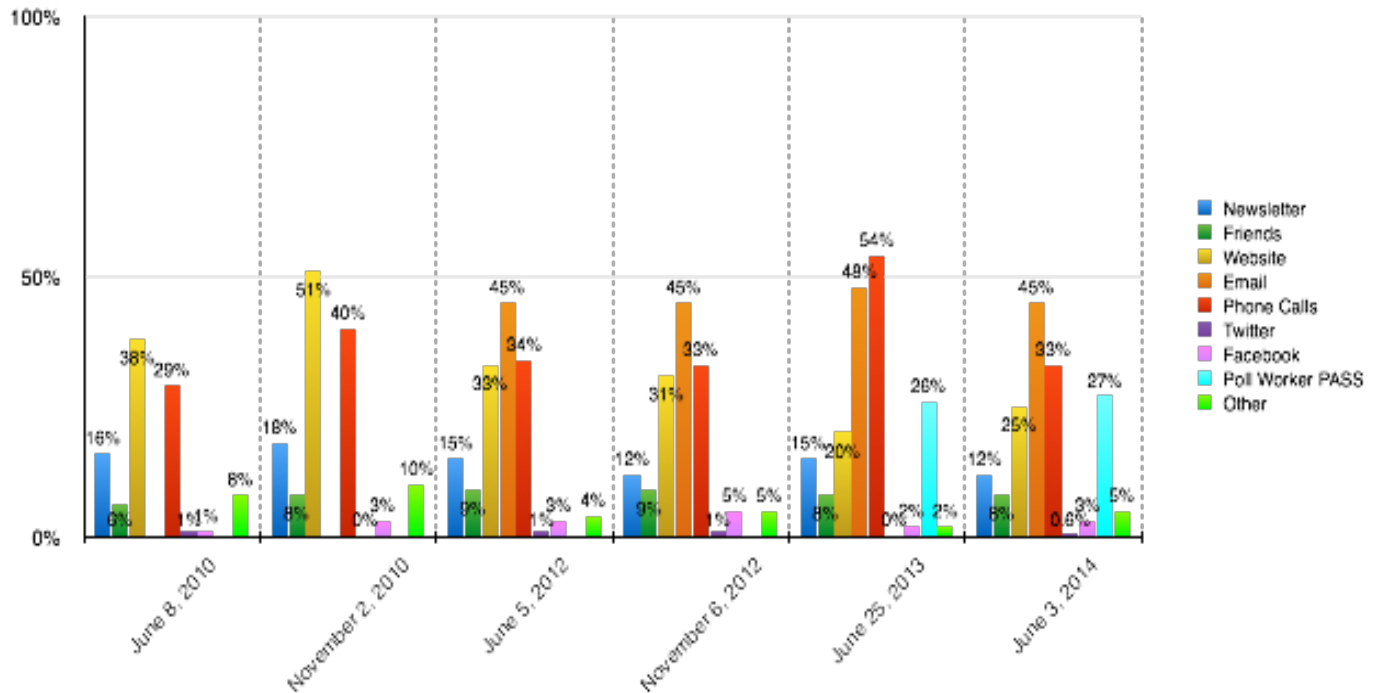
# June 3, 2014 Poll Worker Survey

## Communication

Poll workers are provided many options for receiving information about the Registrar of Voters and election updates. The Poll Worker Survey asked respondents to indicate their preferred method of communication from the following options: newsletters, friends, website, telephone calls, Poll Worker PASS, Facebook, Twitter, email, and other. Poll workers could select more than one option for this question. With the exception of the 2013 Cypress Special Municipal Election, email has consistently received the highest rate of response since June, 2012.

For this election, email garnered 45% of responses as being the preferred method of receiving information. At 33%, phone calls were the second rated means of staying informed, followed closely by the Poll Worker PASS program (27%) and the Registrar of Voters website (25%). As illustrated in Chart #6 below, Facebook and Twitter continue to be the least utilized options by poll workers, with just three and one percent of responses respectively.

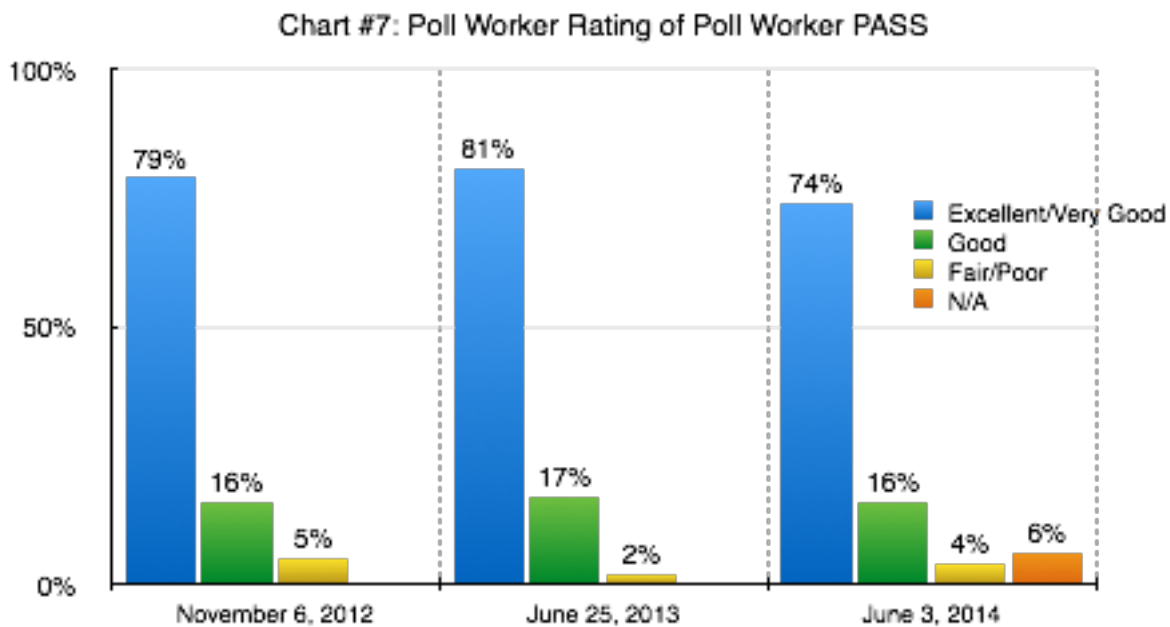
Chart #6: Poll Workers' Preferred Methods of Communication



## June 3, 2014 Poll Worker Survey

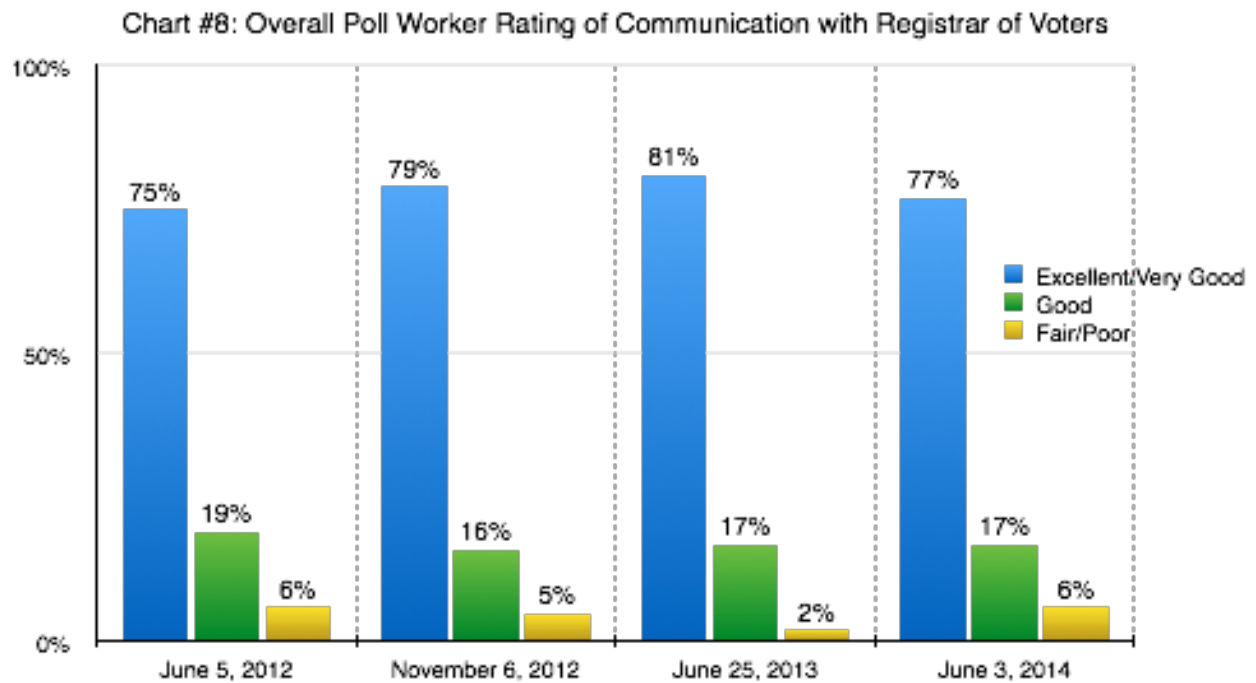
The Poll Worker PASS program was created to provide poll workers with immediate access to election information. Each poll worker is provided a unique identification number that is used to access their individual account through which real time updates can be received regarding training, polling place assignment, supply distribution and much more.

Chart #7 below depicts poll worker satisfaction rates with the Poll Worker PASS Program over the past three elections. While there is just a slight decrease of five to seven percentage points from poll workers rating the program as excellent or very good since 2012, a large majority gave the program very high marks at 74%. This decrease was primarily made up by an increase in responses of not applicable as the rate of response of good (16%) and fair/poor (4%) have remained constant since 2012.



## June 3, 2014 Poll Worker Survey

Overall, poll workers surveyed expressed a high level of satisfaction regarding the communication with the Registrar of Voters office. As shown in Chart #8 below, 77% of poll workers in this election described the communication as excellent or very good, and the results have remained extremely steady over the past four elections.

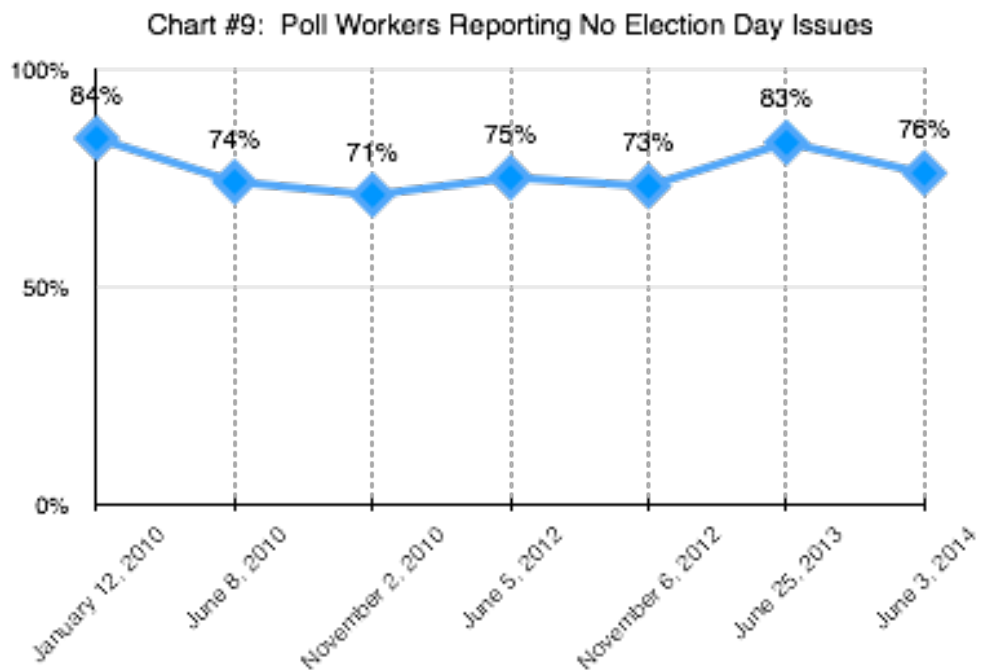


# June 3, 2014 Poll Worker Survey

## Polling Place Challenges

Poll workers were asked to identify areas in which they experienced difficulties on Election Day. They were surveyed on a myriad of issues that included eBooth set-up, parking, and polling place accessibility and facilities.

“No issues” was reported by 76% of poll workers in this election, and is consistent with results from most of the six prior elections, the exceptions being the smaller special elections in 2010 and 2013.

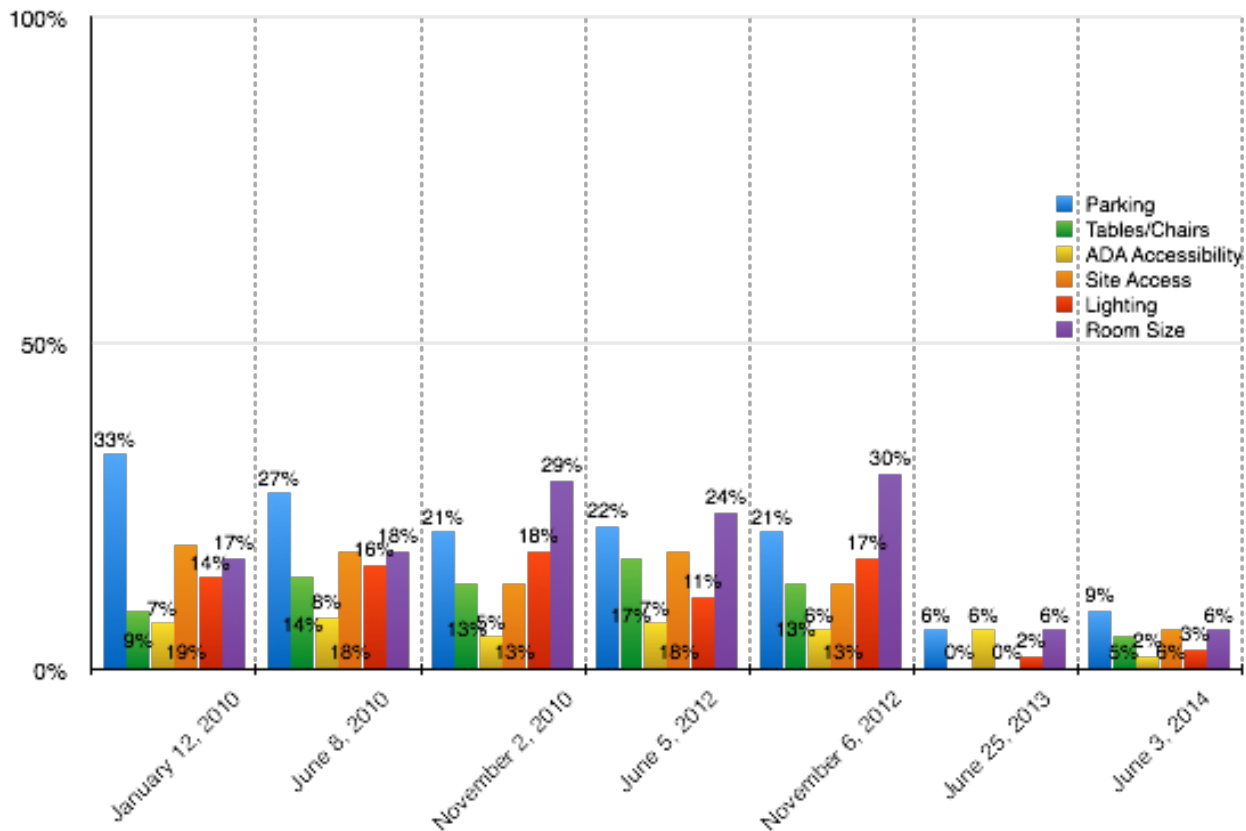




# June 3, 2014 Poll Worker Survey

This election saw the fewest number of issues reported by poll workers than in the past six elections, with the single exception of the 2013 Cypress Special Municipal Election. Of the small number of poll workers who did encounter an issue at their polling place, parking was the most common reported issue. Specific parking issues included lack of adequate parking or having to pay for parking. Site access and room size tied for the second most reported issues at six percent respectively.

Chart #10: Polling Place Issues Encountered by Poll Workers

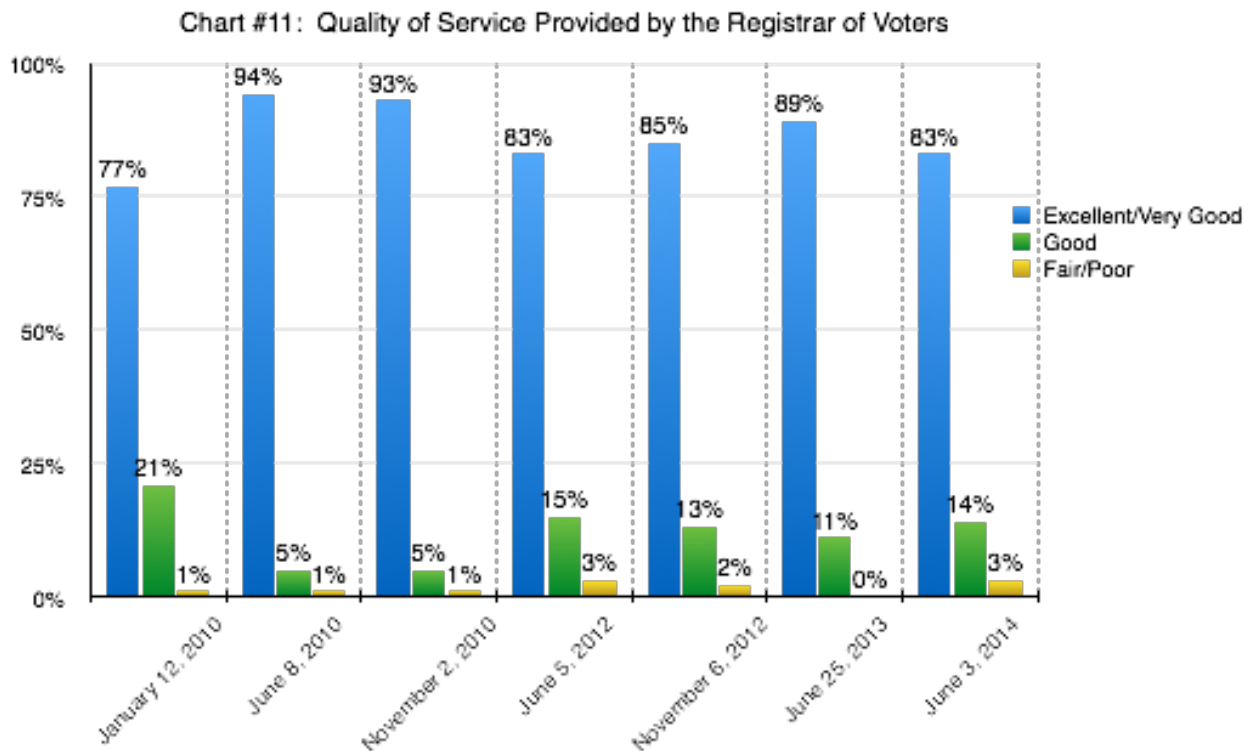


## Overall Experience

Lastly, poll workers were asked to rate the overall quality of the service provided by the Registrar of Voters, their overall experience serving in the election, and the likelihood that they would volunteer again for future elections.

## June 3, 2014 Poll Worker Survey

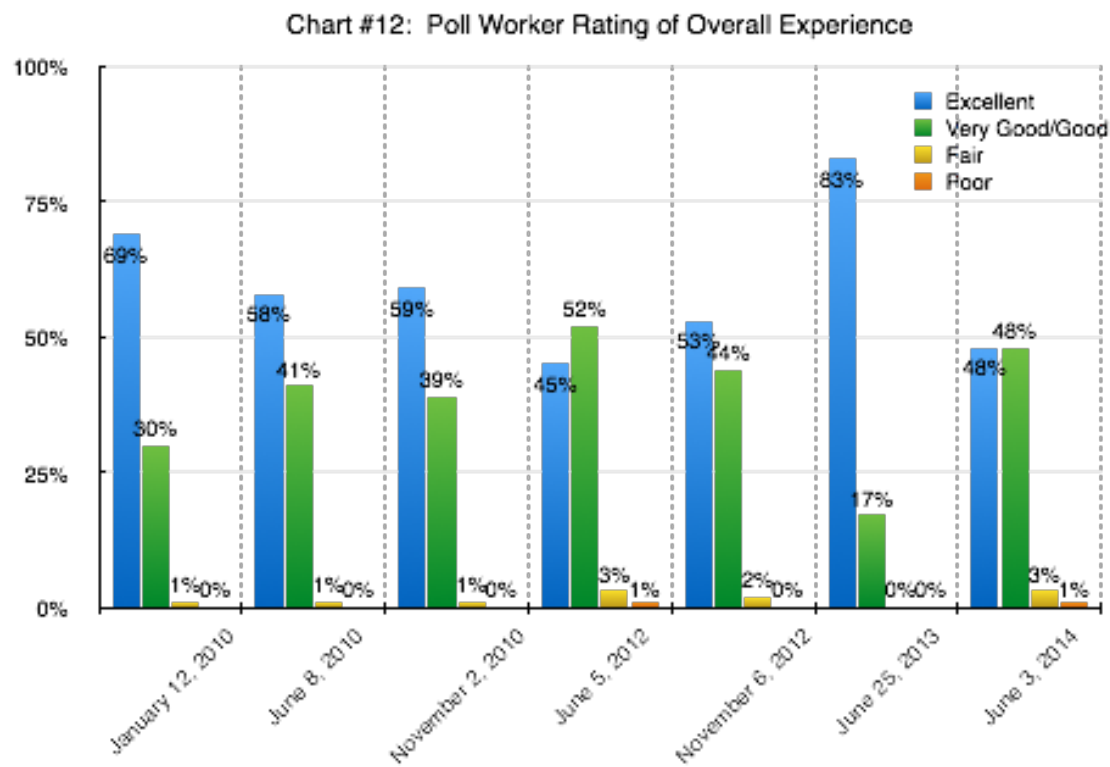
The overall quality of service provided by the Registrar of Voters was rated excellent or very good by 83% of poll workers, and 14% rated the service as good. Chart #11 below shows that the ratings in this election mirror the ratings from the 2012 Primary Election. Though there has been a slight decline in ratings of excellent or very good when compared to June 2010, respondents overwhelmingly report satisfaction with the level of service received from the Registrar of Voters. The Department will continue to explore innovative methods of improving services to poll workers.



## June 3, 2014 Poll Worker Survey

When asked to rate the overall experience of serving in the June 3, 2014 Statewide Primary Election, 48% rated it as excellent and 48% described it as very good or good. Only four percent of respondents rated their overall experience as fair or poor. Once again, these results almost mirror those from June of 2012, and they are consistent with those from the 2010 and 2012 statewide elections.

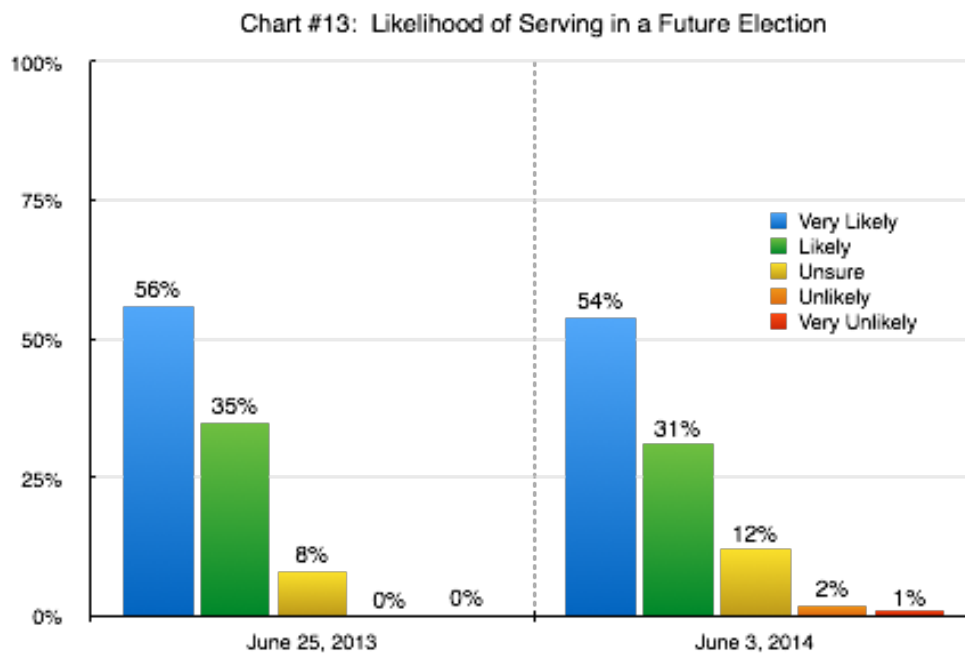
Graph #12 shows the ratings given by poll workers to the overall experience of serving in the election over the last seven elections.



## June 3, 2014 Poll Worker Survey

Finally, poll workers were asked to report on the likelihood of serving in a future election. As in the Cypress Special Municipal Election in 2013, over half of poll workers surveyed reported it was very likely they would serve again in a future election, as shown below in Graph #13.

Respondents indicating they were unsure increased by four percentage points. There were similarly very modest increases in responses of unlikely and very unlikely from 2013. Survey results from other statewide elections would provide a more suitable comparison of data; however, data for this question is not available prior to 2013, when it was added to the survey.



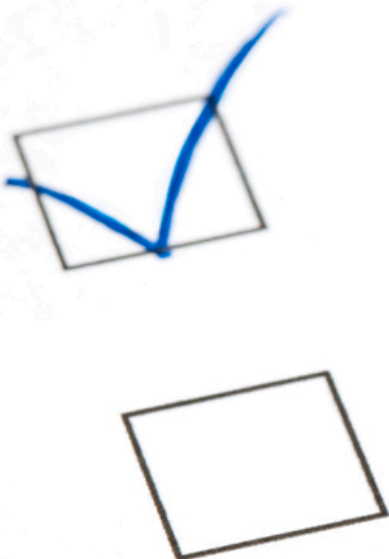


# Training Survey

*4,703 Poll Workers*

*7 Questions*

*2,619 Survey Responses*

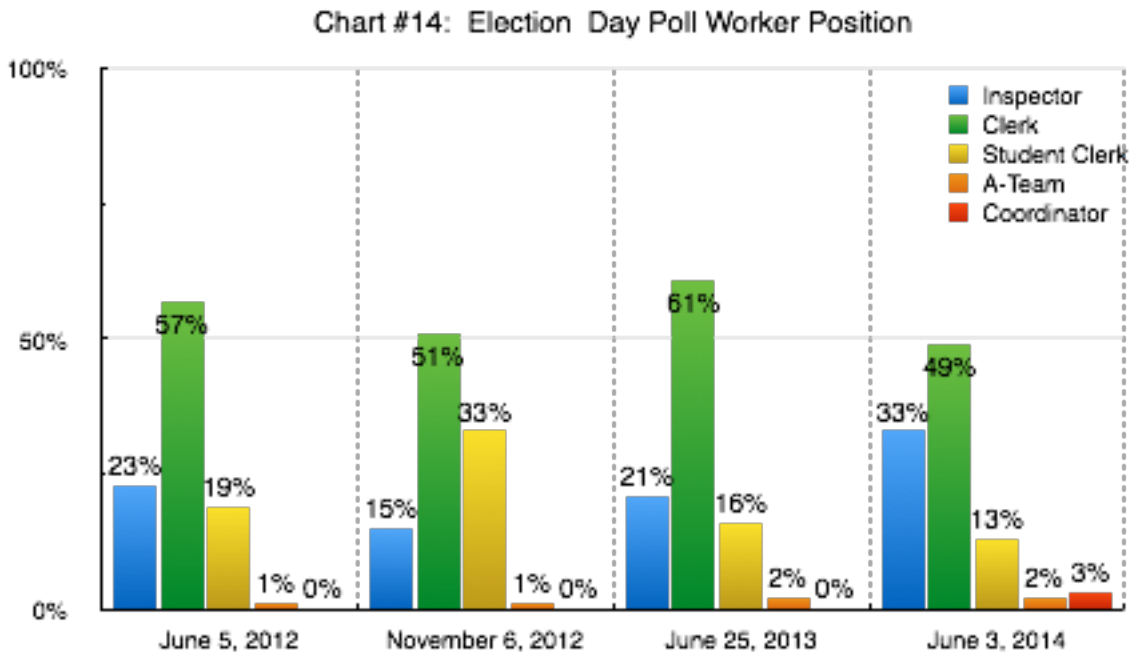


# June 25, 2013 Training Survey

## Overview

All poll workers are required to attend a training class or complete an online training component prior to Election Day. This ensures a quality experience for poll workers and voters. Further, in addition to in-class and online training opportunities, poll workers also had numerous opportunities to participate in hands-on practice sessions throughout the county. After completing training, all poll workers were invited to participate in the Training Survey. The survey solicited feedback on multiple aspects of training, including the competency and professionalism of trainers, the thoroughness of topics discussed, and the quality of training facilities.

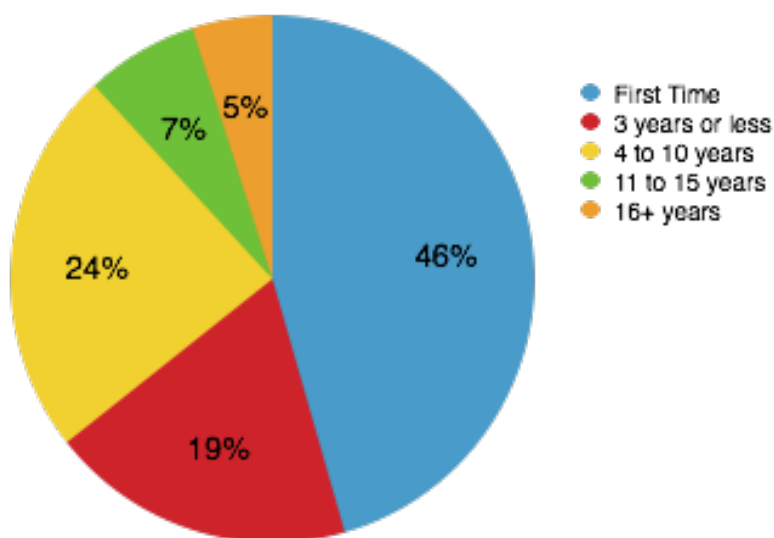
In total, 2,619 of 4,703 volunteers responded to the training survey for a response rate of almost 56%. Chart #14 below reveals that the response rate trend has held fairly constant when compared to other statewide elections. The largest group of survey respondents was Clerks (49%), followed by Inspectors (33%) and Student Clerks (13%); Coordinators (3%) and A-team (2%) made up the remainder of the respondents.



## June 25, 2013 Training Survey

As shown in Chart #15 below (and similar to results in the Poll Worker Survey described earlier), first time volunteers were the highest number of respondents at 46%. Poll workers with four to ten years of experience had the second highest response rate at 24%, while volunteers with one to three years of experience were 19% of respondents. Poll workers with 11 or more years of experience made up 12% of survey respondents.

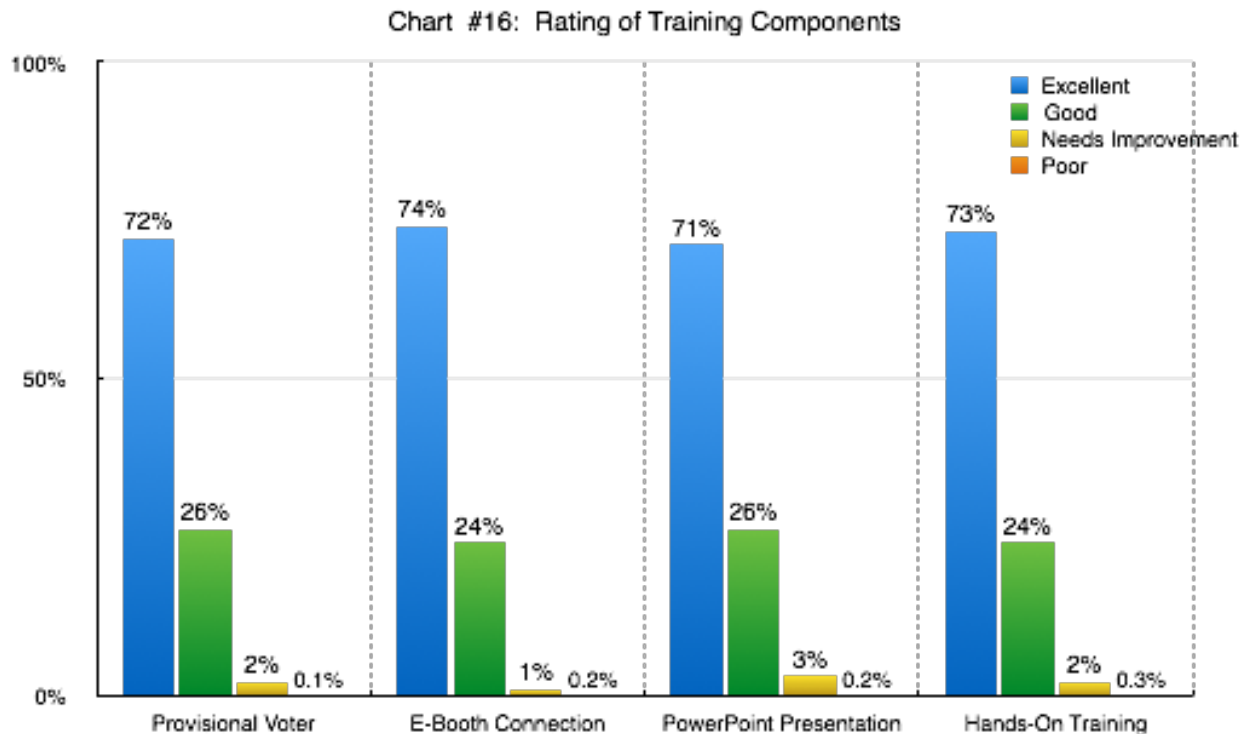
Chart #15: Length of Service as Poll Worker



### Training Topics

Poll workers were asked to rate the adequacy of training on various topics including provisional voter training and eBooth connection training, as well as both the PowerPoint training materials and hands-on training components. Although prior surveys also asked respondents to rate the quality of provisional voter training and the hands-on training component, comparison data is not available as the 2014 Training Survey revised the selection of answers. Respondents were given a rating scale of excellent, good, needs improvement, and poor; Chart #16 on the following page compares the responses of the four training components listed above.

## June 25, 2013 Training Survey



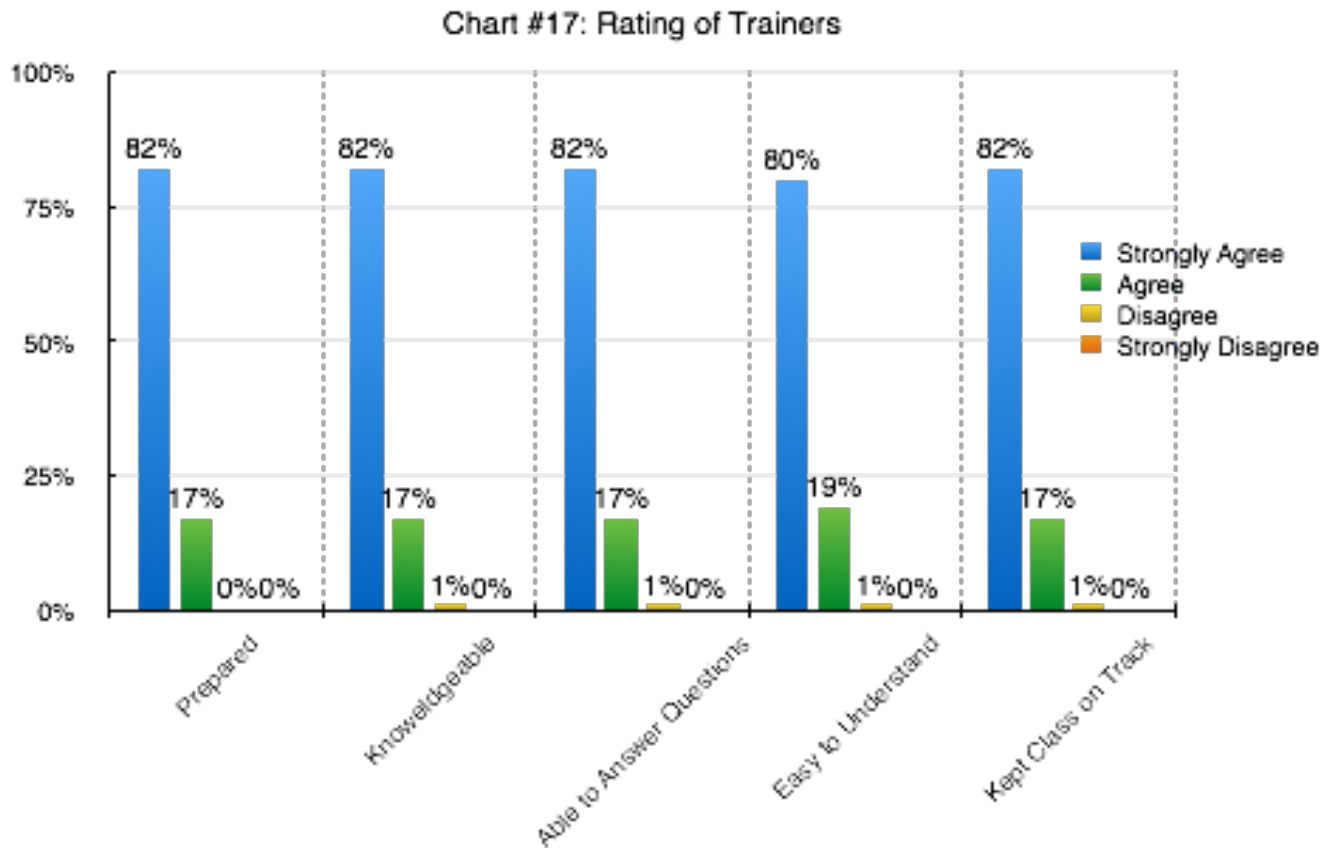
Nearly all (97-98%) of poll workers gave excellent or good ratings for all four training components. A very small percentage of respondents rated the components as poor or needing improvement.

### Trainers

In addition to training components, the survey solicits feedback regarding the level of competency and professionalism exhibited by the trainers. Respondents were asked to rate statements pertaining to the trainers on a scale of strongly agree to strongly disagree. Chart #17 below shows the response rates were consistent and positive regarding the knowledge, preparation, and ability to conduct class.



## June 25, 2013 Training Survey



Across the board, 99% of respondents strongly agreed or agreed that their trainers were well prepared, knowledgeable, able to answer questions, easy to understand, and able to keep class on track. In regard to the level of preparation exhibited by trainers, only half of one percent of respondents disagreed or strongly disagreed, and only one percent reported disagreement regarding the remaining four above-listed qualities included in the Trainer Survey.

### Overall Satisfaction

The Training Survey evaluates the overall effectiveness of and satisfaction with poll worker training. Using the same scale described above of strongly agree to strongly disagree, respondents are asked to rate statements regarding the clarity and organization of training, as well as the level of interaction and sense of preparedness for Election Day.

Chart #18 on the following page reveals that 99% of respondents strongly agreed or agreed that the training was well organized and objectives were clearly defined, while only one percent

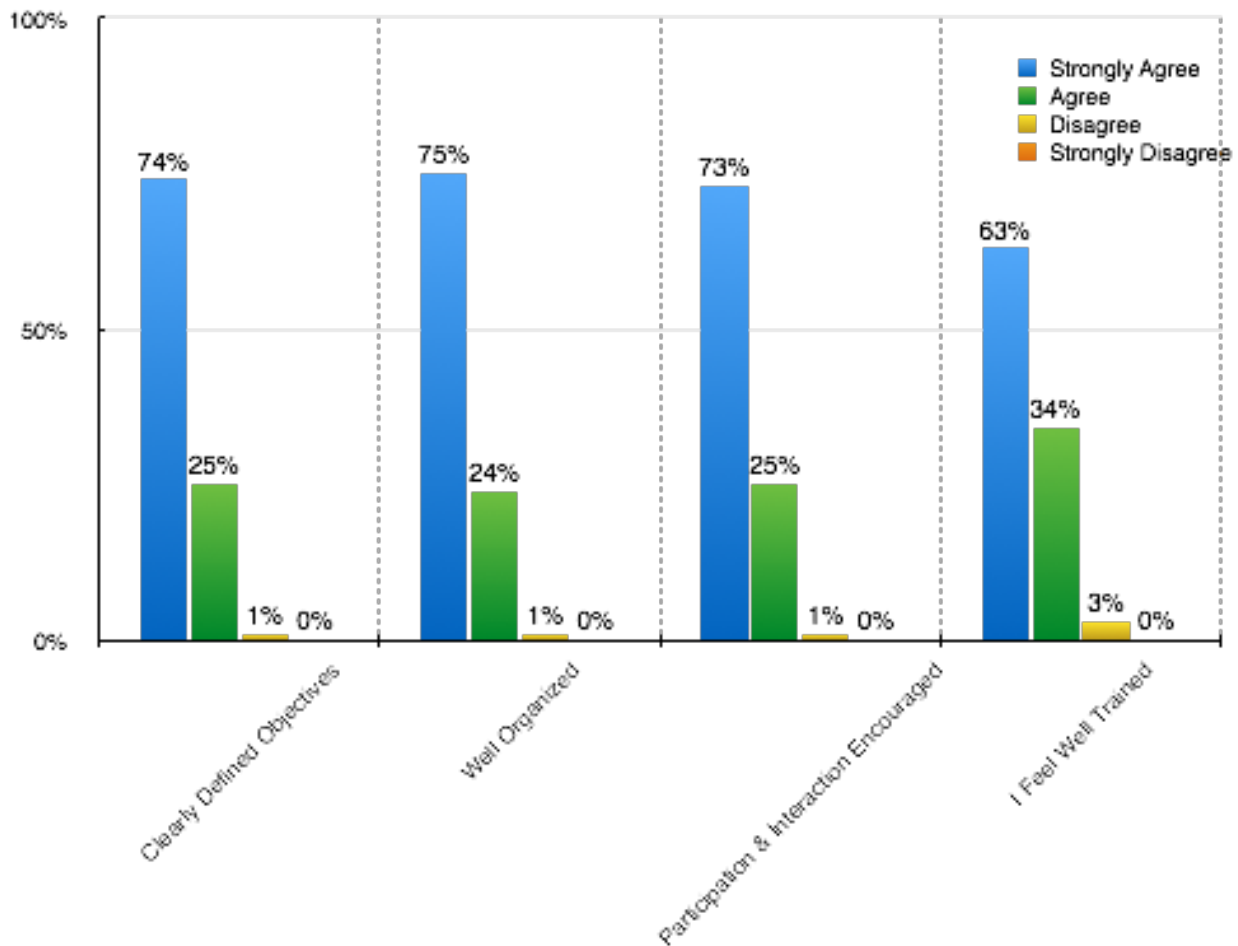
## ***June 25, 2013 Training Survey***

reported disagreement. Similarly, 98% strongly agreed or agreed that participation and interaction were encouraged in training with just slightly more than one percent reporting disagreement, and less than one percent reporting strong disagreement.

There is a notable difference in the ratings for the statement: I feel well trained for Election Day. While 97% reported strongly agree or agree, as shown in Chart #18 on the following page, fewer selected the most positive rating (strongly agree) when compared to the other three statements

# June 25, 2013 Training Survey

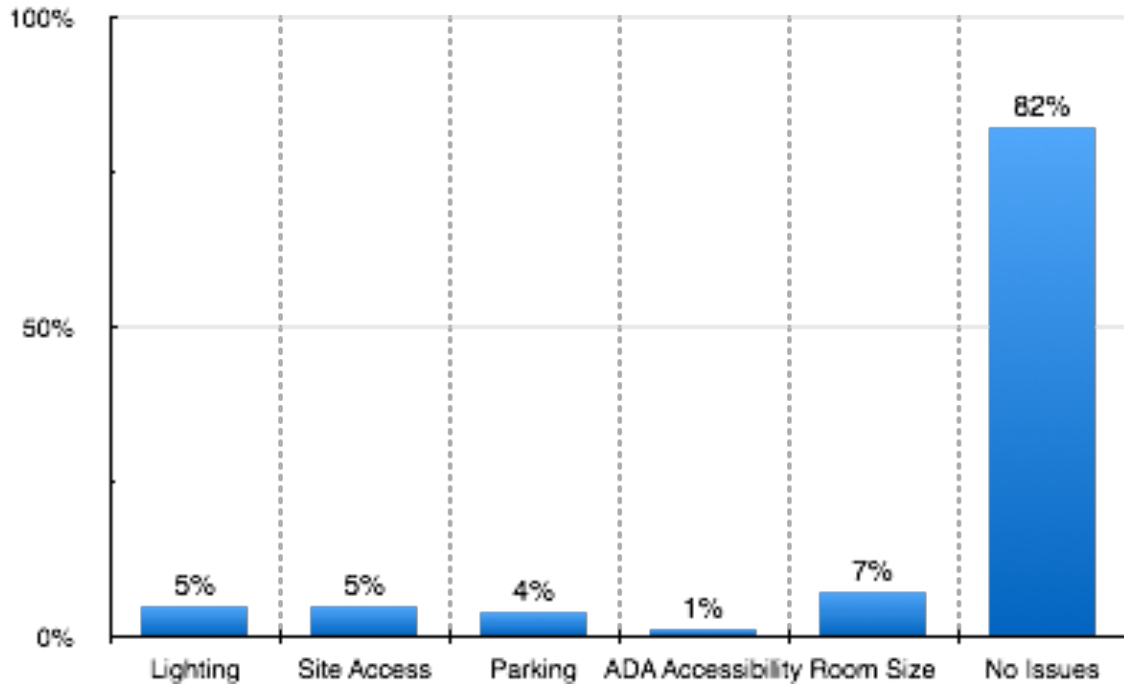
Chart #18: Poll Worker Overall Satisfaction with Training



## Registrar of Voters Service

Respondents were asked to identify issues or difficulties they experienced at their training facility. Respondents were allowed to select more than one of the five possible responses included in the survey. 82% of respondents indicated they encountered no issues at their training facility. Of those who reported experiencing difficulty at their training facility, the most reported issue was room size at seven percent. Lighting and site access issues were equally identified at 5%, followed by parking at 4%. The least reported issue was ADA accessibility, which received just one percent of responses as shown below in Chart #19.

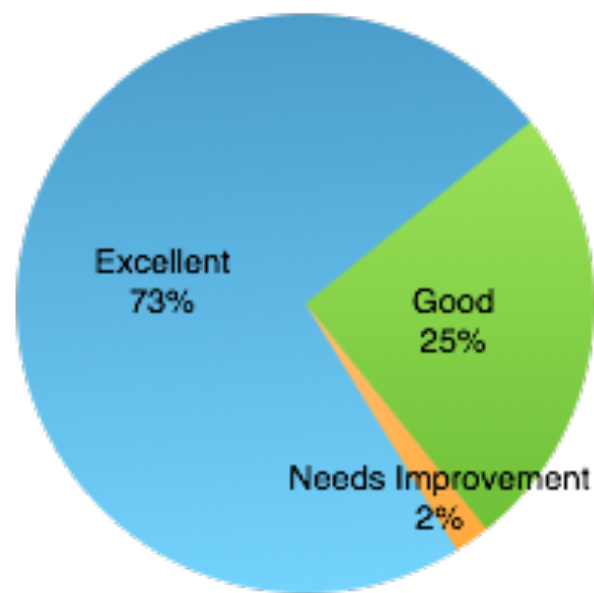
**Chart #19 : Training Facility Issues**



## June 25, 2013 Training Survey

Lastly, poll workers were asked to rate the quality of service provided by the Registrar of Voters on a scale of excellent to poor. As illustrated in Chart #20 on the following page, nearly all (98%) of respondents reported that the service provided was excellent or good. No respondents reported the service provided by the Registrar of Voters as poor, and just two percent rated the quality of service as needing improvement.

Chart #20: Quality of Service Provided by Registrar of Voters



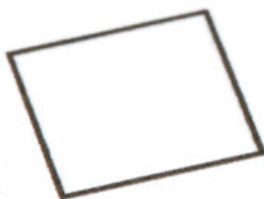
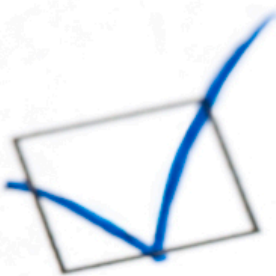


# Delivery Survey

*1,135 Polling Places*

*4 Questions*

*463 Survey Responses*



## ***June 3, 2014 Delivery Survey***

### **Overview**

The Registrar of Voters utilized the services of four delivery companies to transport supplies and equipment to polling places prior to the June 3, 2014 Statewide Primary Election Day. The delivery drivers were notified that polling place hosts would be surveyed regarding the quality of the delivery service. Subsequent to the delivery of election supplies and equipment, polling place hosts were invited to participate in a brief telephone survey, which consisted of the four below-listed questions.

1. Were you provided options for your delivery time?
2. Was the delivery completed on time?
3. Was the delivery driver courteous?
4. Were there any issues with your delivery?

Of the 1,135 polling place hosts who served in the 2014 election, 463 completed all or part of the survey for a 41% response rate. Each polling place host was given the option to skip any of the above listed questions within the survey.

In order to provide flexibility and convenience for the polling place hosts, delivery vendors are expected to offer various options for delivery time and date. All 463 respondents answered this question, with 76% of respondents stating they were given delivery options and 24% reporting that they were not provided such options, as shown in Chart #21 on the following page. This is consistent with other statewide elections, and notably higher than the data from the 2013 special municipal election.

# June 3, 2014 Delivery Survey

Chart #21: Delivery Options Provided by Vendor

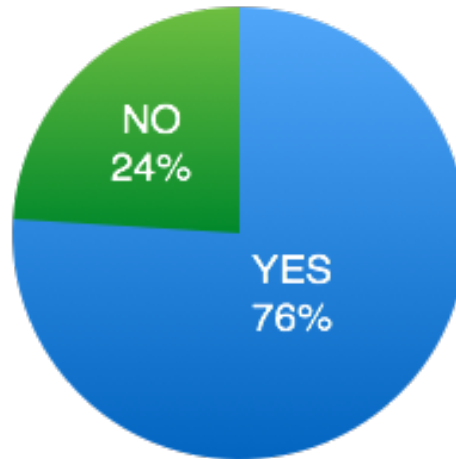
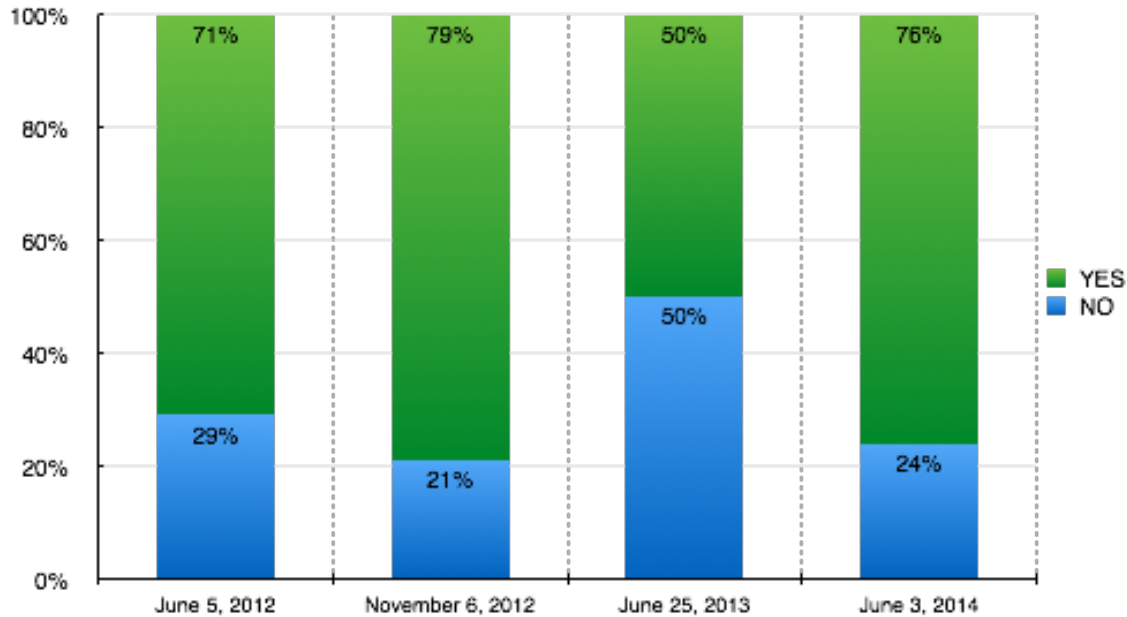


Chart #22: Delivery Options Provided Over 4 Elections



Our follow-up on the “No” responses revealed that while some polling place hosts were informed when the delivery would be made and not provided any alternatives, others



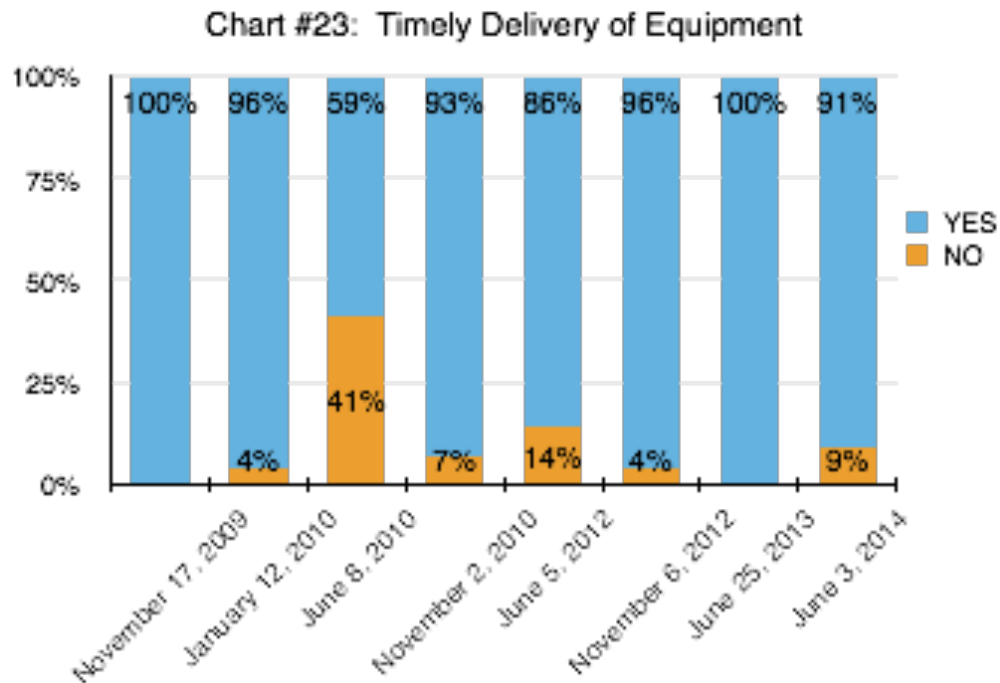
## ***June 3, 2014 Delivery Survey***

who reported they did not receive option, in fact were provided options. However, for reasons that included delivery windows that were too large, some polling place hosts responded that they did not receive options when they were dissatisfied with the options they received. Thus, it can be concluded that the 24% response rate is inflated, as it conflates a lack of delivery options provided and dissatisfaction with delivery options provided.

Polling place hosts were asked if the delivery of equipment occurred on time. Of the 460 respondents to this question, 91% replied that the delivery was timely. While this result is nine percentage points lower than the 100% rate reported in the 2013 election, it is consistent with other statewide elections and it is important to note that only 16 polling places were utilized in the 2013 Cypress Special Municipal Election. Though there were significantly more polling places in the recent Statewide Primary Election, the Registrar of Voters will continuously strive to maintain a high level of timeliness for polling place hosts through the thorough analysis of survey data and selection of delivery vendors in future elections. Delivery Survey results provide useful information by revealing that the highest response rate earned by a single vendor for on-time deliveries was 100%, while the vendor with the lowest percentage of reported on-time deliveries was 88%.

On the following page, Chart #23 below shows the percentage of polling place hosts reporting timely delivery of equipment over the past eight elections.

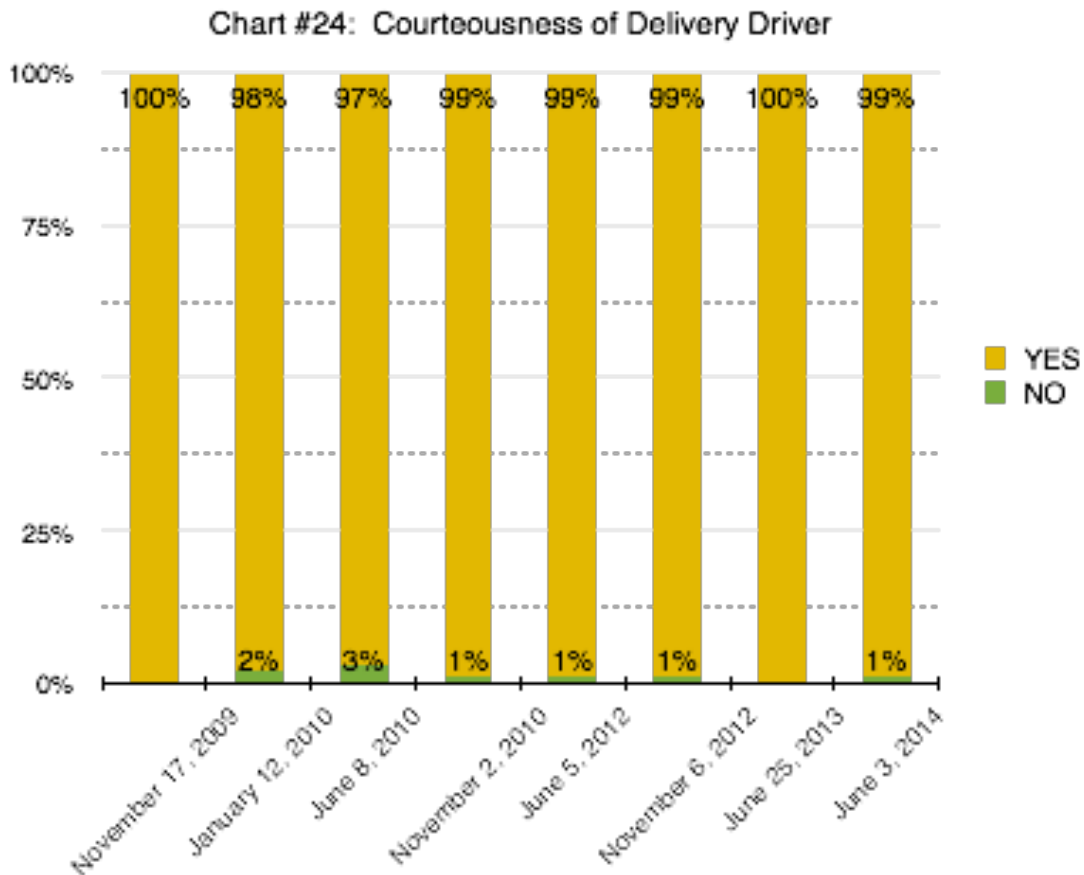
## June 3, 2014 Delivery Survey



To maintain a high level of professionalism, polling place hosts were also surveyed regarding the level of courteousness exhibited by the delivery driver. Of the 459 respondents to this question, 99% stated that the driver had been courteous. This result is consistent with the high trend of satisfaction expressed by polling place hosts with the courteousness of delivery drivers. Of the four companies used, surveys show that highest response for a single company was 100% of respondents replying that the driver had been courteous with the lowest being 95% for a single company.

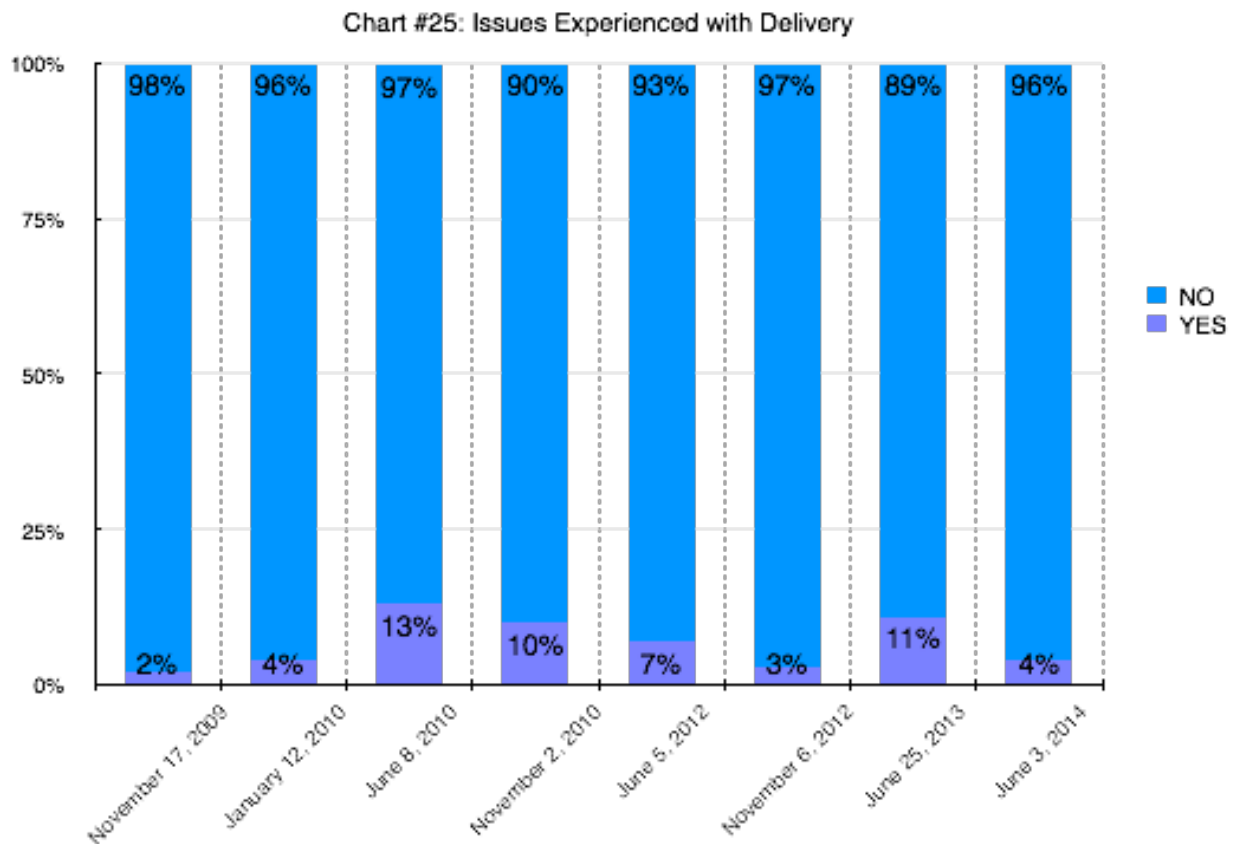
Chart #24 on the following page compares the percentage of polling place hosts reporting that their delivery driver was courteous over the past eight elections.

## June 3, 2014 Delivery Survey



Finally polling place hosts were asked if they experienced any issues with the delivery of equipment. Only 19 polling place hosts, or four percent of respondents, reported experiencing any issues. A response rate of 96% reporting no issues in regard to the delivery of equipment is consistent with the results from seven prior elections, as shown in Chart #25 on the following page. The highest percentage that a single delivery company received in regards to serving hosts experiencing no issues was 100% while the lowest was 93%.

## June 3, 2014 Delivery Survey

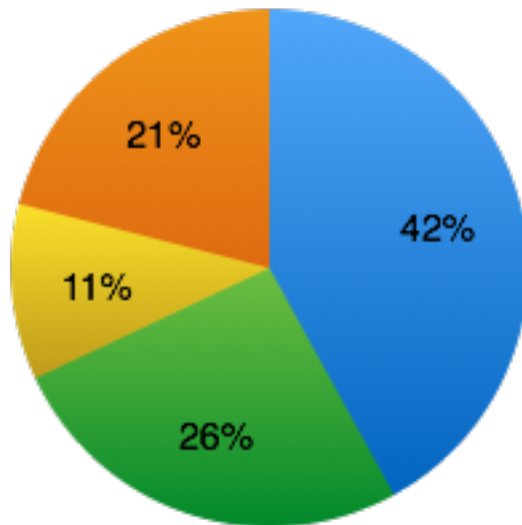


For the 19 polling place hosts that reported an issue, the most common issue reported was that their delivery was late or made at an unscheduled time without prior notice. The second most common complaint was that the polling place host had been unable to obtain delivery details from the company. Further, some respondents said that the delivery was made at the wrong location, or other miscellaneous issues such as not knowing which precinct matched which caddy of voting equipment.

## June 3, 2014 Delivery Survey

Chart #26 below provides a breakdown of the issues reported by the 19 polling place hosts in the June 3, 2014 Statewide Primary Election.

Chart #26: Issues Experienced with Equipment Delivery



- Delivery Late / Made at Unscheduled Time
- Other Communication Issues
- Delivery Made to Wrong Location
- Other / Misc.

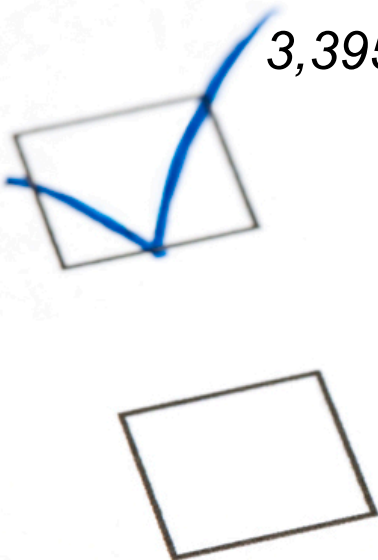


# Phone Bank Survey

*35 Customer Service Agents*

*3 Questions*

*3,395 Survey Responses*



## ***June 3, 2014 Phone Bank Survey***

### **Overview**

The Orange County Registrar of Voters hired and trained 35 Customer Service Agents in order to provide continuous phone bank coverage for poll workers and the public at large contacting the office for assistance prior to Election Day. Eighteen agents staffed the Public Phone Bank and another 17 handled calls to the Poll Worker Customer Service Phone Bank. In compliance with Section 203 of the Voting Rights Act, customer support was available in Spanish, Chinese, Korean, and Vietnamese, in addition to English. During the weeks leading up to the June 3, 2014 Statewide Primary Election, a combined total of 15,469 calls were made to both phone banks. At the conclusion of each call, the agents transferred callers to a telephone survey regarding the level of service provided. Survey results were monitored daily in order to immediately identify and rectify issues experienced by callers. Follow-up with callers who provided low survey scores was conducted within a period of 24 to 48 hours. Additionally, survey results were reported to, and analyzed by, the Election Planning team on a weekly basis to ensure the continuous provision of the highest levels of customer service to volunteers and the general public.

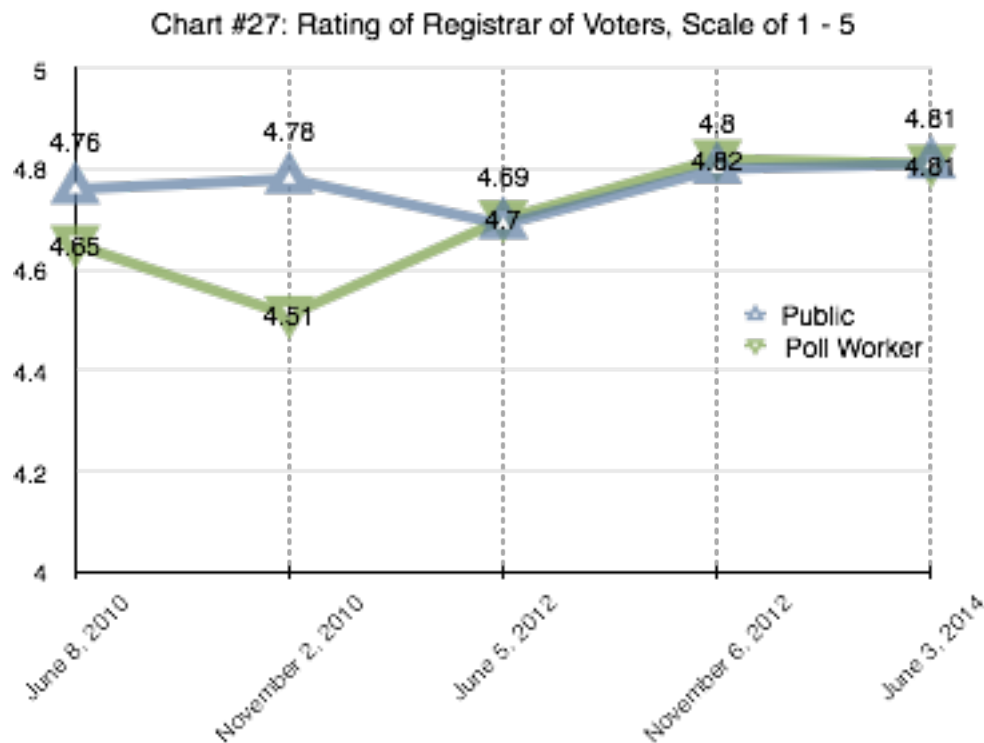
A total of 3,395 callers responded to the telephone surveys regarding the service received when calling the phone banks. Of total respondents, almost 1,300 callers to the public phone bank completed a survey (38%) and over 2,100 poll workers who called the poll worker phone bank responded to the telephone survey (62%). Both Customer Service Phone Bank Surveys asked the same three questions:

1. Was your question answered?
2. How would you rate the Customer Service Agent with whom you spoke?
3. How would you rate your overall experience with the Registrar of Voters?

Service provided by Customer Service Agents and the Registrar of Voters office was rated using a five-point scale: five represented excellent, four represented very good, three was the equivalent of good, two equaled fair, and a score of one represented poor. The goal set by the Registrar of Voters was to achieve a score of 4.5 (90%) or higher. Overall, Customer Service Agents earned a rating of 4.83 from poll workers and 4.82 from the public. The quality of service provided by the Registrar of Voters was similarly rated very highly by callers to both

## June 3, 2014 Phone Bank Survey

phone banks, earning a score of 4.81 from volunteers and members of the public as depicted in Chart #27 below.



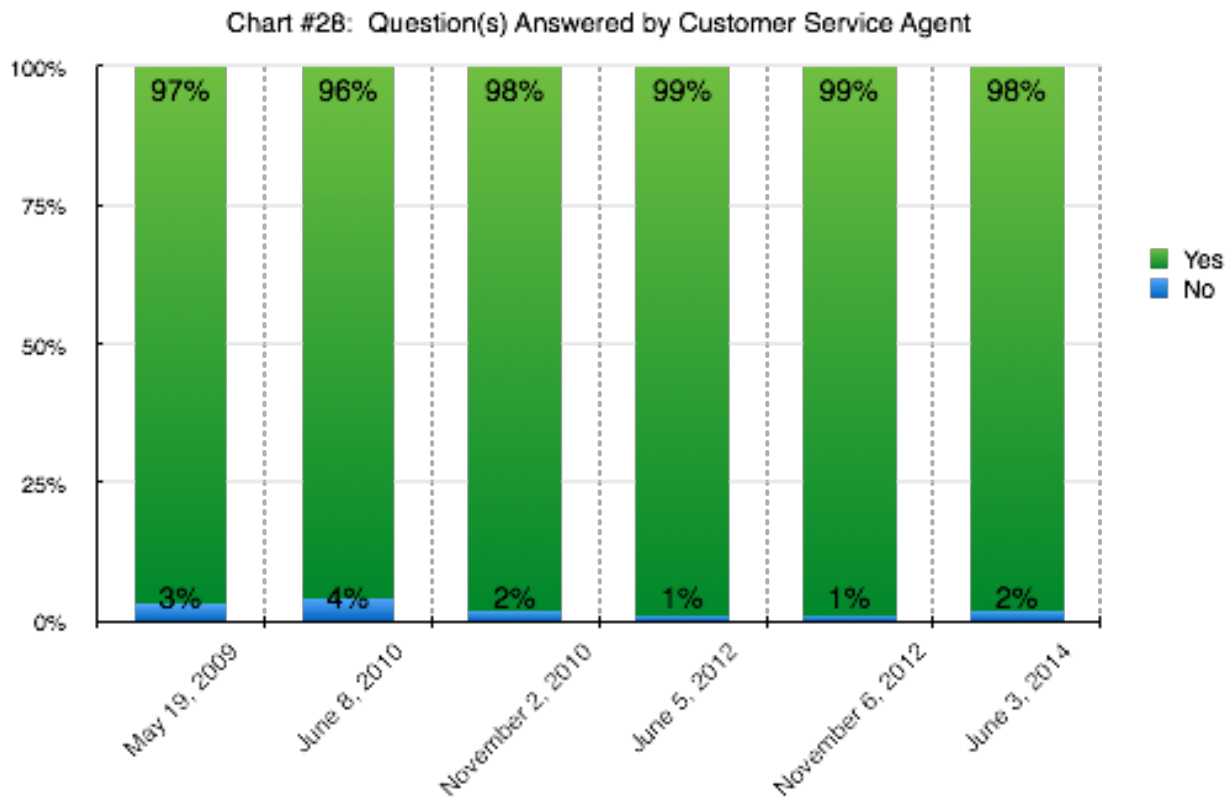
### Results: Public Customer Service Phone Bank

The Public Customer Service Phone Bank received 7,623 calls from voters requesting information about the June 3rd Statewide Primary Election. The response rate to the Public Phone Bank survey was 17% as 1,288 callers responded to the telephone survey. The reasons for calls to the phone bank were varied, but Voting-By-Mail was a common theme. Callers expressed confusion regarding what address to provide on the outside of VBM envelope and the date by which the Vote-By-Mail ballot needed to be received by the office. Additional issues expressed included signing the back of the Vote-By-Mail envelopes due to concerns of identity theft, as well as voting provisionally for fear that the ballot would not be counted.



## June 3, 2014 Phone Bank Survey

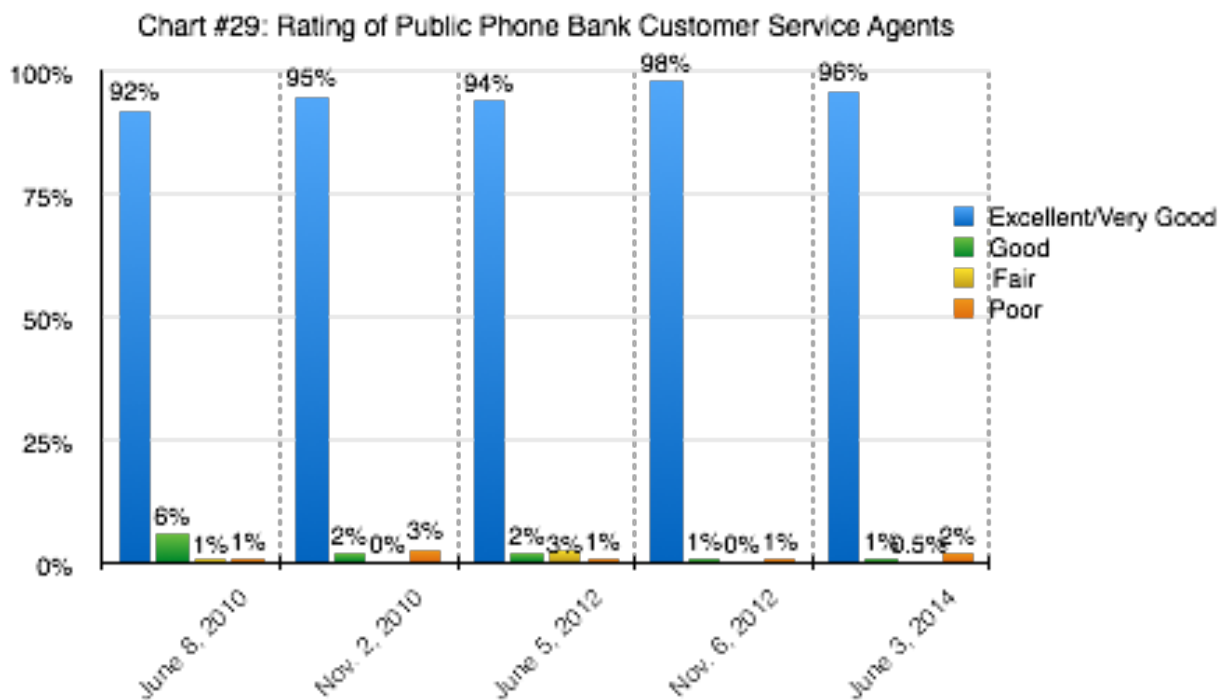
The majority of the 1,282 respondents reported that the Customer Service Agent answered their question(s), with 98% responding yes and only two percent responding no. This result is consistent with the response to the same question in the 2012 Primary and General Elections as illustrated in Chart #28 below.



While this reflects a decrease of one percentage point from the 2012 survey results, it is higher than results from the 2009 and 2010 elections as illustrated in the chart above. Additionally, it should be noted that six individuals did not answer this question. Overall, the overwhelming percentage of those who reported receiving answers their question(s) indicates that the level of competency demonstrated by phone bank agents remains extremely high.

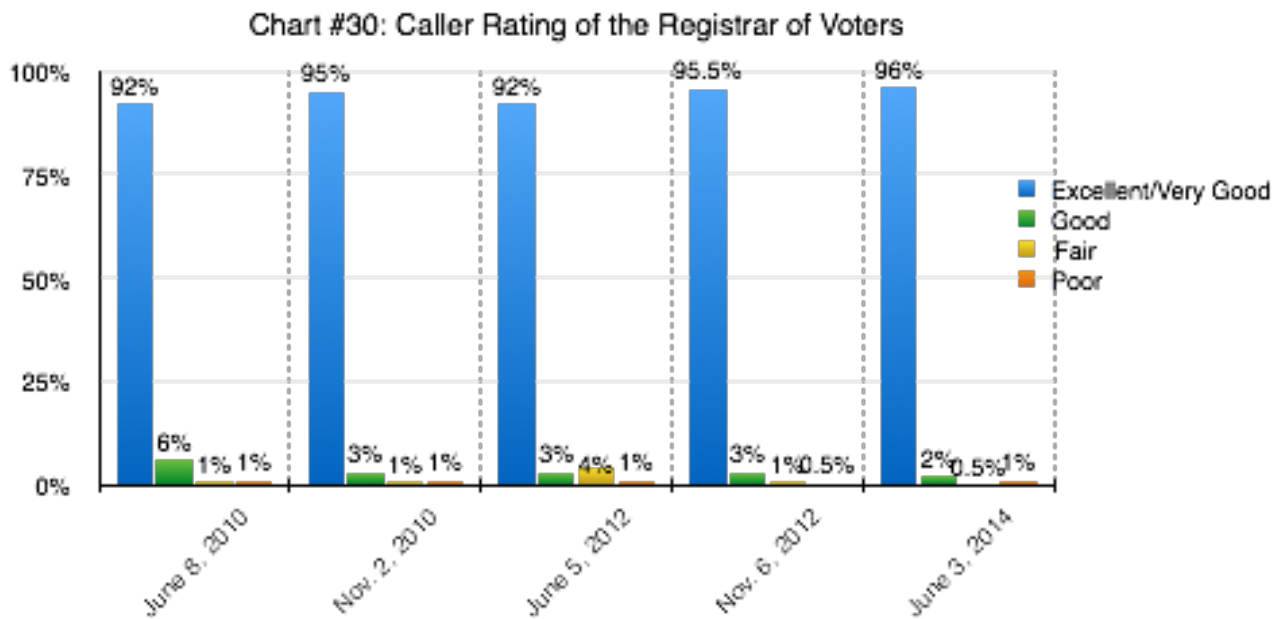
## June 3, 2014 Phone Bank Survey

For the second question, callers were asked to rate the level of service provided by the Customer Service Agent they spoke with on a scale of one to five, with the score of five representing excellent and a score of one representing poor. Fifteen survey respondents failed to provide an answer to this question; however of the 1,273 respondents, 90% (1,148) rated their Customer Service Agent as excellent, six percent (81) rated their agent as very good by giving them a four on the scale of one to five. The combined score of 96% of respondents who rated their Customer Service Agent as either excellent or very good is lower than the November 2012 election by two percentage points. Additionally, one percent of respondents (13) gave their Customer Service Agent a rating of three indicating good, while two and a half percent rated their agents as fair (6) or poor (25) by reporting scores of two or one respectively.



## June 3, 2014 Phone Bank Survey

The final question, which asked the Public Phone Bank callers to rate the overall quality of service provided by the Registrar of Voters, used the scale of one to five employed in the previous question. While the question received the lowest number of responses of the three in this survey (1,267), 96% of respondents rated the service to be excellent or very good. This result is slightly higher than the November 2012 election and three percentage points higher than the low score of 92% reported in June of 2010. Dating back to the June 2010 election, the goal of achieving a score of 90% has been achieved in five out of five elections, as illustrated in Chart #30 below.



## ***June 3, 2014 Phone Bank Survey***

As a result of our follow-up to scores below 4.5 (or 90%), it was discovered that it was not uncommon for callers to misunderstand the survey instructions and select one believing that it was the highest score, as opposed to the lowest. Other issues that contributed to low ratings include delays in answering questions caused by slow computer internet connection speed, the need for an additional Vietnamese agent to more adequately handle the call volume, and the fact that online forms and information were not available online in supported languages at the same time they were made available in English.

### *Past Elections:*

- In five elections dating back to 2010, the 2014 Primary Election yielded the highest level of satisfaction by callers to the Public Phone Bank who rated the Registrar of Voters as excellent or very good.
- The 2014 Primary Election also saw the lowest percentage of responses rating the Registrar of Voters as good or fair.

### **Results: Poll Worker Customer Service Phone Bank**

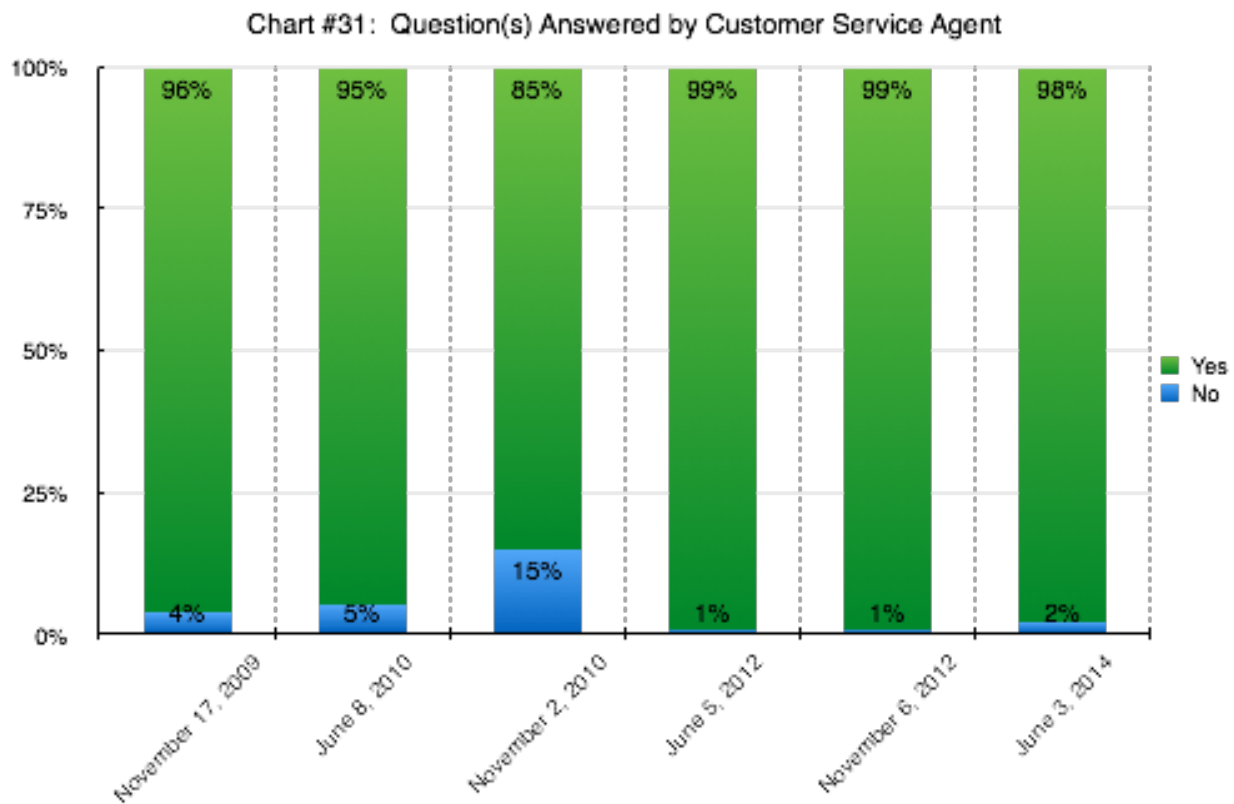
The Poll Worker Customer Service Phone Bank received 7,846 calls from volunteers requesting information and/or assistance in regard to serving as a poll worker on Election Day. The phone bank was operational for six weeks, beginning on April 21, 2014. Poll workers contacted the phone bank for assistance on a number of topics that included scheduling and/or rescheduling training, accessing online training, early set-up at their polling place, and setting up their Poll Worker PASS account.

Additionally, customer service agents fielded a number of calls from Inspectors concerned about the under-staffing of Clerks at their polling place. While not every polling place was fully staffed as defined by a total of five volunteers, the 4,703 poll workers recruited for this election was a slight increase from the 2012 Primary Election when 4,635 volunteers recruited.

The response rate to the Poll Worker Customer Service Phone Bank survey was 27% as 2,107 of 7,846 callers responded to the telephone survey. The vast majority of callers (2,072) reported that the Customer Service Agent answered their question(s), with 98% responding yes

## June 3, 2014 Phone Bank Survey

and only two percent responding no. This result is consistent with the responses to the same question in the 2012 Primary and General elections. While this reflects a decrease of one percentage point from the 2012 survey results, it is two to 13 percentage points higher than results from elections in 2009 and 2010 as illustrated in Chart # below.



*Past Elections:*

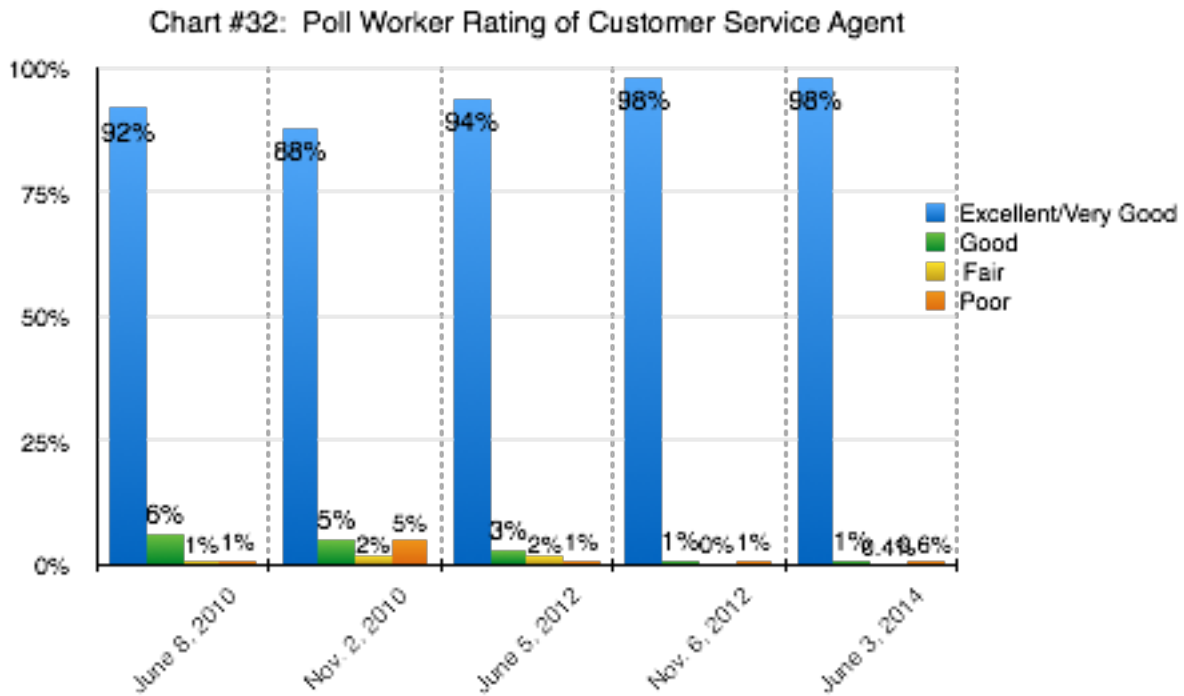
## ***June 3, 2014 Phone Bank Survey***

- The 2014 Primary Election yielded the second highest response rate by poll workers reporting that their Customer Service Agent successfully answered their question.
- The Primary and General Elections in 2012 tied for the highest rate of yes responses from poll workers with both elections garnering 99%, only one percentage point higher than the 2014 Primary Election.
- In this election the response rate of poll workers reporting their questions were answered was 13 percentage points higher than the lowest response rate of 85% reported in November 2010.

For the second question, callers were asked to rate the Customer Service Agent they spoke with on a scale of one to five, with the score of five representing excellent and a score of one indicating poor. While all survey respondents gave an answer to the first survey question, 17 survey respondents failed to provide an answer to this question, which garnered a total of 2,090 responses. Of the 2,090 respondents, 91% rated their Customer Service Agent as excellent and another seven percent rated their agent as very good by giving them a score of four on scale of one to five. The combined score of 98% of respondents who rated their Customer Service Agent as excellent or very good ties the November 2012 election for the highest rating Customer Service Agents have received since 2010. Additionally, only one percent rated their agent as good by reporting a score of three, and only one percent combined rated their agent as fair (score of two) or poor.

Chart #32 on the following page shows survey results for the past five elections and reveals that poll workers are experience very high levels of satisfaction with their Customer Service Agents as rates of responses other than excellent or very good steadily decline.

## June 3, 2014 Phone Bank Survey



The final question asked poll workers to rate the overall quality of service provided by the Registrar of Voters, using the same scale of one to five employed in previous question. While this question received the lowest number of responses of the three, nearly 98% provided a response. 1,782 poll workers gave the Registrar of Voters the highest rating possible and 240 rated the overall quality of service as very good. Thus, 97% of poll workers responding to the survey rated the service provided by the Registrar of Voters as excellent or very good. This is consistent with results from the 2012 General Election and four percentage points higher from the June 2012 election as shown by the Charts #33 and #34 on the following page.

# June 3, 2014 Phone Bank Survey

Chart #33: Poll Worker Rating of the Registrar of Voters

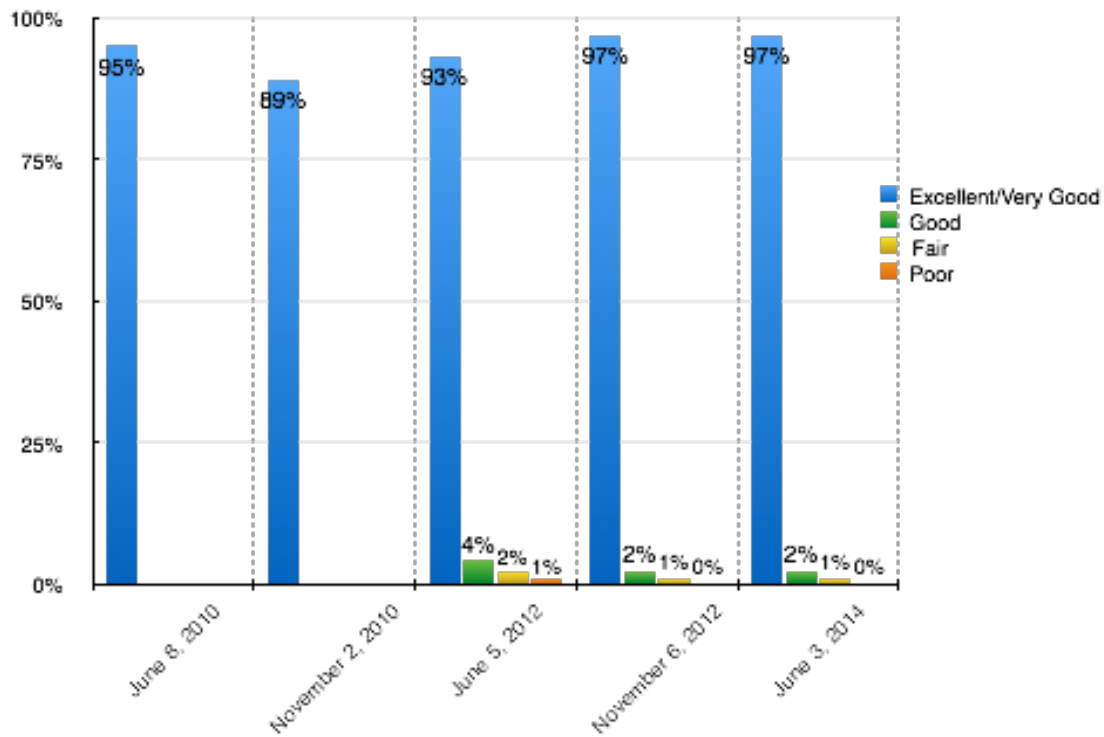
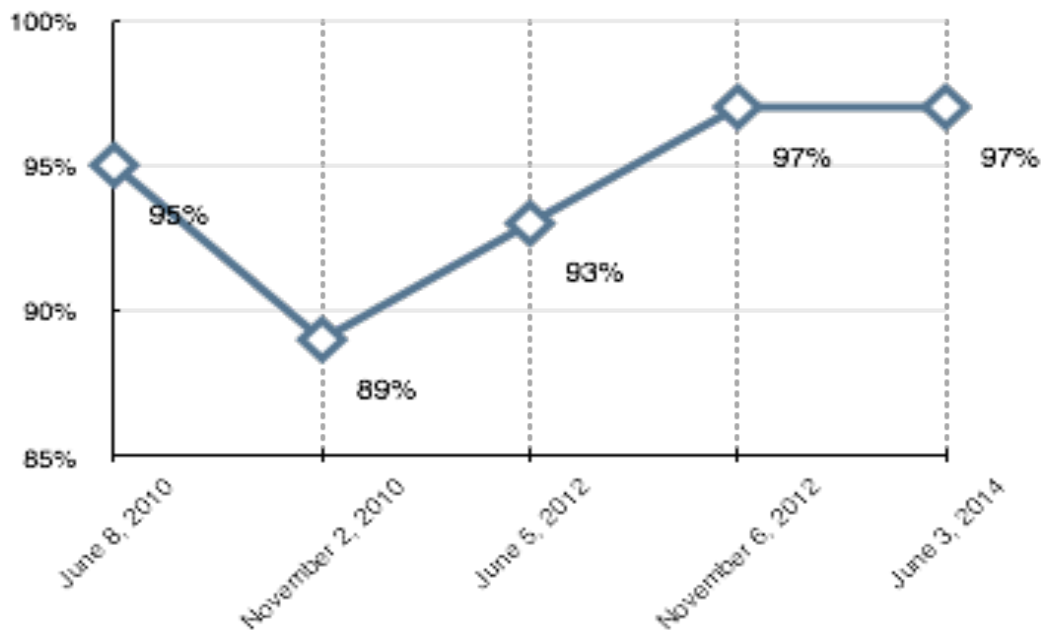


Chart #34: Trendline of Excellent to Very Good Ratings Received by Registrar of Voters Over Past Five Election





## ***June 3, 2014 Phone Bank Survey***

As a result of our follow-up for scores below 4.5 (or 90%), it was discovered that it was not uncommon for callers to misunderstand the survey instructions and select one believing that it was the highest score, as opposed to the lowest. Of those who intentionally rated the Registrar of Voters with a score lower than five, two common reasons included the difficulty experienced when attempting to access online training, as well as when resetting their Poll Worker PASS password.

### *Past Elections:*

- Since 2010, the highest rate of response from poll workers describing the overall quality of service provided by the Registrar of Voters as excellent or very good is 97%, reported both in June 2014 and November 2012.
- The ratings of excellent and very good have steadily increased eight percentage points since November of 2010 when 89% of poll workers rated the overall quality of service provided as excellent or very good.

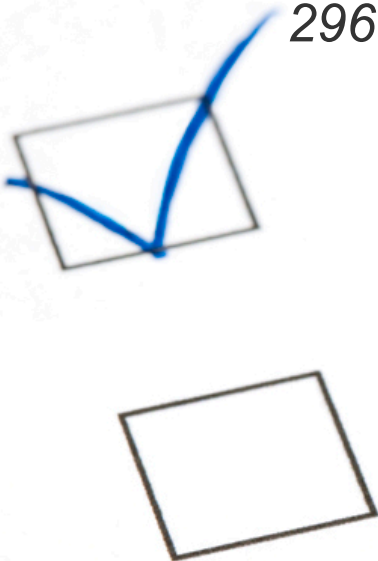


# Polling Place Survey

*1,135 Polling Places*

*8 Questions*

*296 Survey Responses*



## **Overview**

Following each election, polling places hosts are surveyed in order to rate the hosts' experiences with various aspects of serving as a polling place. The Polling Place Survey for the June 3, 2014 Statewide Direct Primary Election was issued to 1,135 polling place hosts throughout Orange County. In total, 296, or 26%, of polling place hosts completed and submitted surveys.

Each polling place was asked to answer an eight-question survey, though not all respondents provided answers to all eight questions. The survey solicited feedback regarding the hosts' overall experience and motivation for serving in this election, the ease of receiving and storing the voting equipment, level of satisfaction with service provided by the delivery company and the Registrar of Voters office respectively.

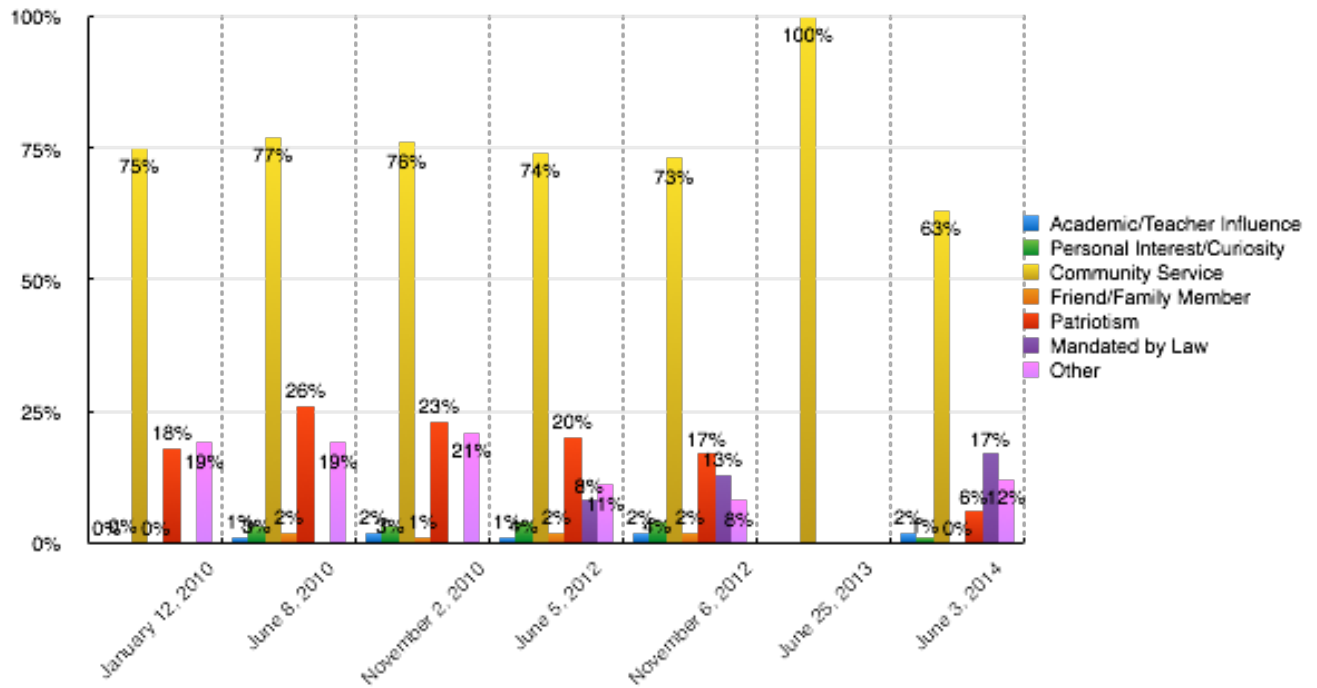
## **Motivation**

Hosts were asked to identify their primary motivation for serving as a polling place. The options included: academic or teacher influence, community service, patriotism, mandated by law, personal interest or curiosity, a family member or friend, or other. For this election the option with the highest number of selections was community service, which received 63% of responses. This was consistent with previous elections as community service often receives the majority of the selections. The second highest choice was mandated by law, which was a recent inclusion for schools that are required to serve as a polling place during the election.

Chart #35 on the following page shows the data reported for polling place host motivation to serve over the past seven elections. While survey responses to this question have generally been consistent dating back to 2010, one aberration seen in 2013 and 2014 was the reduction in respondents reporting patriotism as a motivation to serve.

# June 3, 2014 Polling Place Survey

Chart #35: Motivation for Serving as a Polling Place

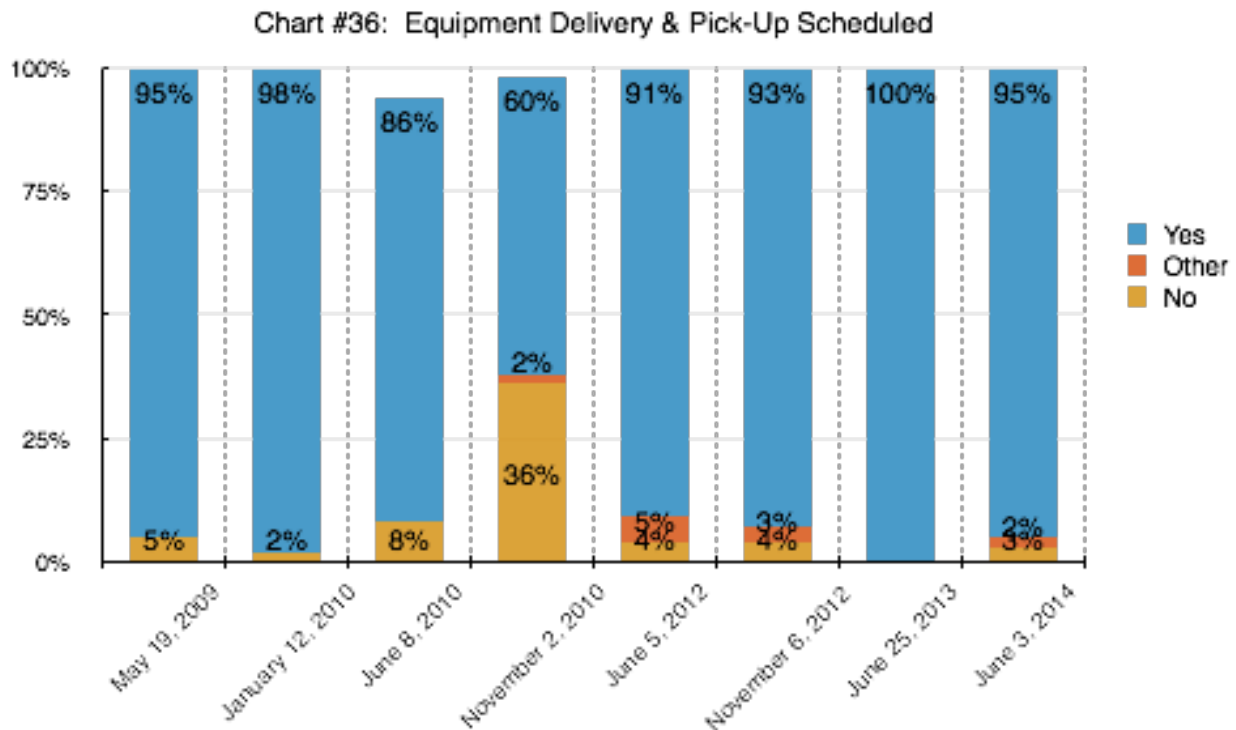


## Ease of Equipment Delivery, Storage and Pick-Up

In order to make the process of being a polling place host as convenient as possible, delivery companies are required to schedule delivery times with the hosts. Thus, the Polling Place Survey asked if delivery options were available. 95% of polling place hosts reported that they were able to schedule the delivery of voting equipment. This is in line with the high percentages reported in elections dating back to 2009.

## June 3, 2014 Polling Place Survey

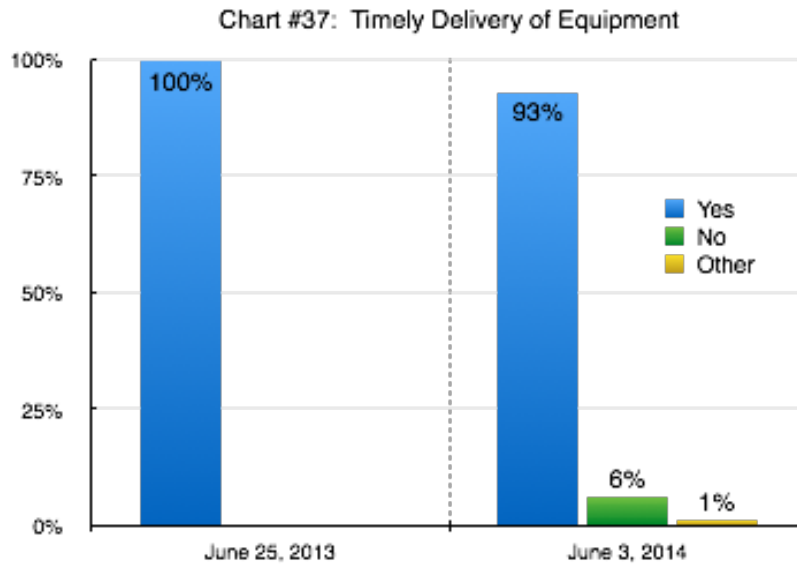
Chart #36 shows that the percentage of polling places reporting they were not provided the option to schedule delivery was the second lowest in 2014, at three percent, when compared to the prior seven elections.



Furthermore, polling places were asked if the equipment had been delivered to their facility on the agreed-upon date and within the scheduled time frame. Of the 287 respondents, 93% reported that the equipment had been delivered as scheduled, while six percent indicated it was not.

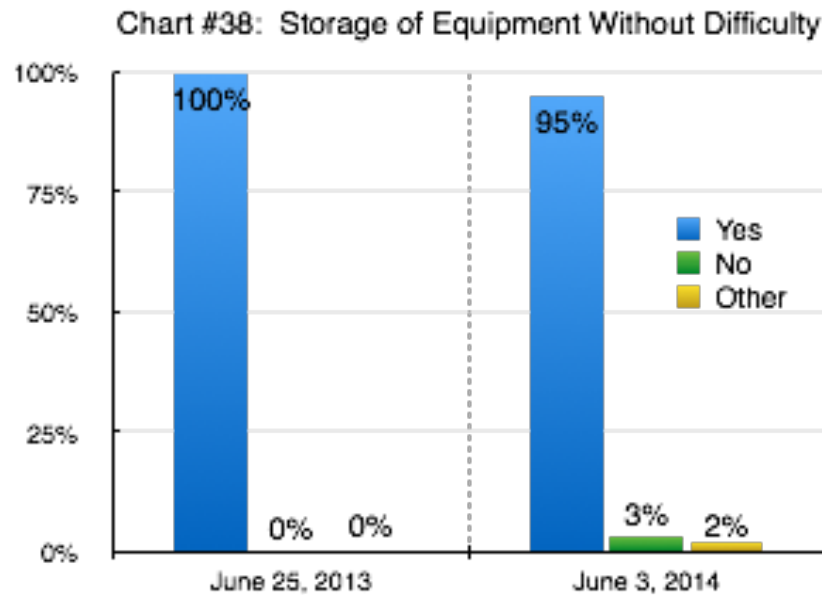
As shown in Chart # 37 on the following page the final 1% responded by selecting other. Chart #37 additionally reveals that there was only a seven percentage point reduction from 2013 in the number of polling place hosts reporting that the equipment was delivered timely. While the Registrar of Voters always strives to attain 100%, this reduction is viewed positively in that the number of polling places increased over 1,000% from 2013 when only 16 polling places were utilized.

## June 3, 2014 Polling Place Survey



Additionally, the majority of polling place hosts (95%) reported that they were able to store the equipment caddy without difficulty. As illustrated in Chart #38, once again, there was only a slight reduction from 2013 of polling place hosts reporting that the equipment was stored without difficulty.

## June 3, 2014 Polling Place Survey



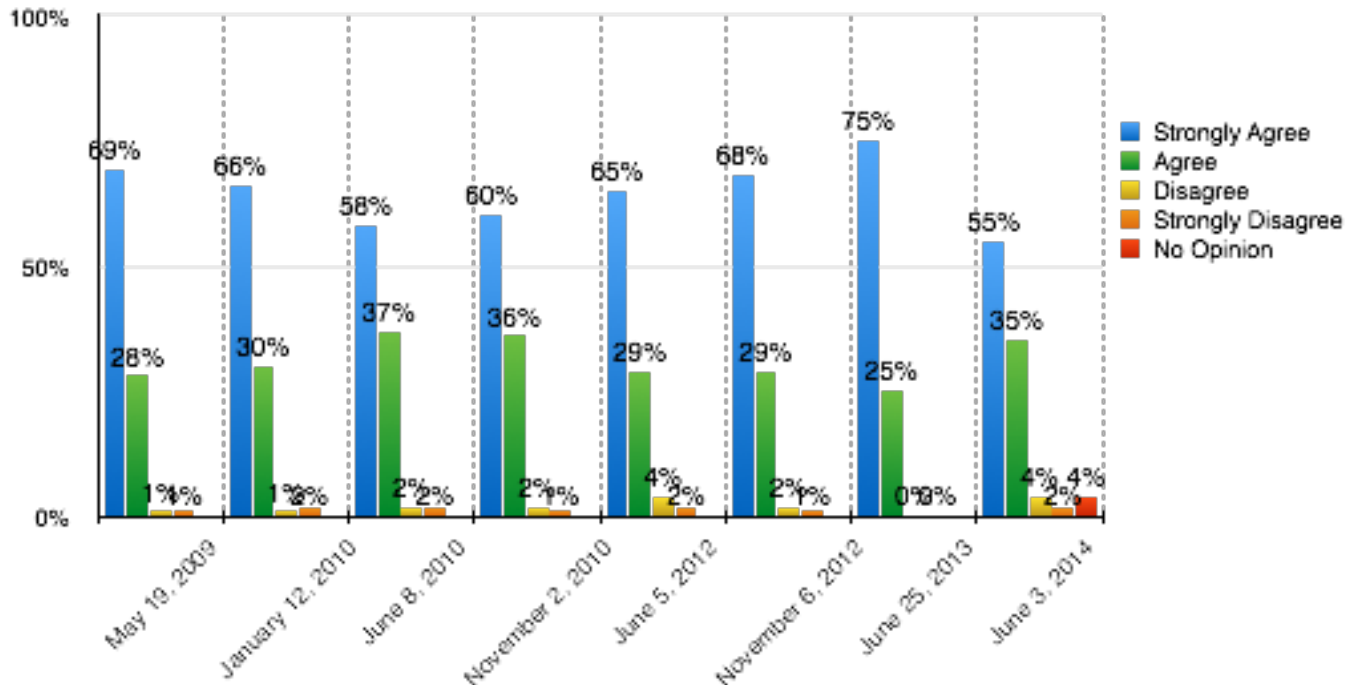
### Quality of Interaction with Assigned Poll Workers

Successful Election Day set-up and operations depend heavily upon the communication and respect between the poll workers and the polling place host. Thus, the survey solicits feedback regarding the level of communication between the polling place hosts and assigned poll workers, poll worker's compliance with the rules of the facility, and the condition of the facility after Election Day.

Of the 295 respondents, 90% strongly agreed or agreed that the poll workers had communicated with the polling place host as needed. Compared to elections dating back to 2009 there was a decline in responses of strongly agree, while the percentage of those reporting agreement increased. Additionally, as depicted in Chart #39 below, four percent reported having no opinion in regard to the level of communication with poll workers, and only six percent reported disagreement or strong disagreement.

# June 3, 2014 Polling Place Survey

Chart #39: Polling Place Report of Communication with Poll Workers

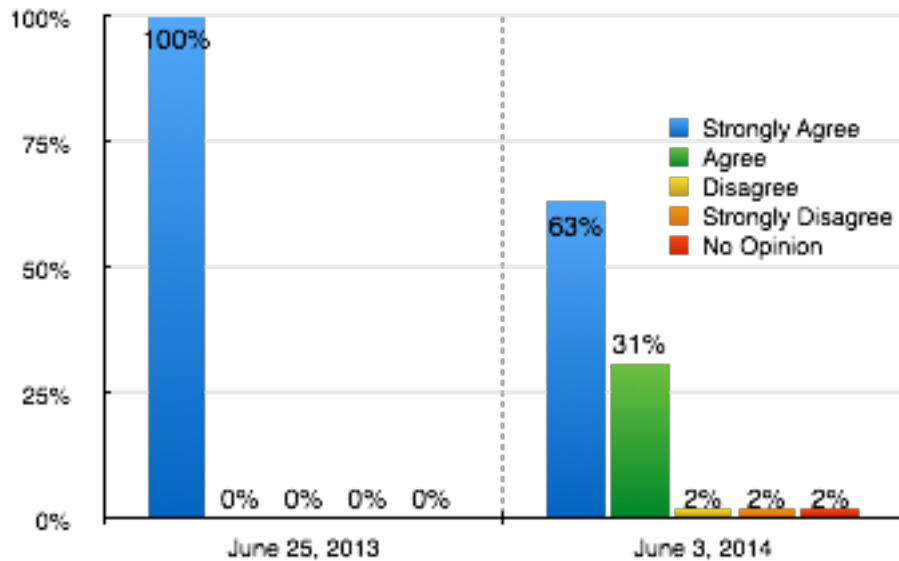


As polling place hosts volunteer their facilities freely, it is important that the poll workers respect the facility's rules. Chart #40 below shows that 94% of respondents strongly agreed (63%) or agreed (31%) that the poll workers complied with the rules of the facility. Only four percent indicated any disagreement with the statement, while two percent expressed no opinion. The substantial decline in polling place hosts who strongly agreed from 2013 was not unexpected due to the increased scope of the 2014 Statewide Primary Election; however, it is extremely important to polling place retention efforts that poll workers comply with the rules of their assigned facility, and the Registrar of Voters will continue to emphasize the importance of poll workers being respectful to polling place hosts and their facilities.



## June 3, 2014 Polling Place Survey

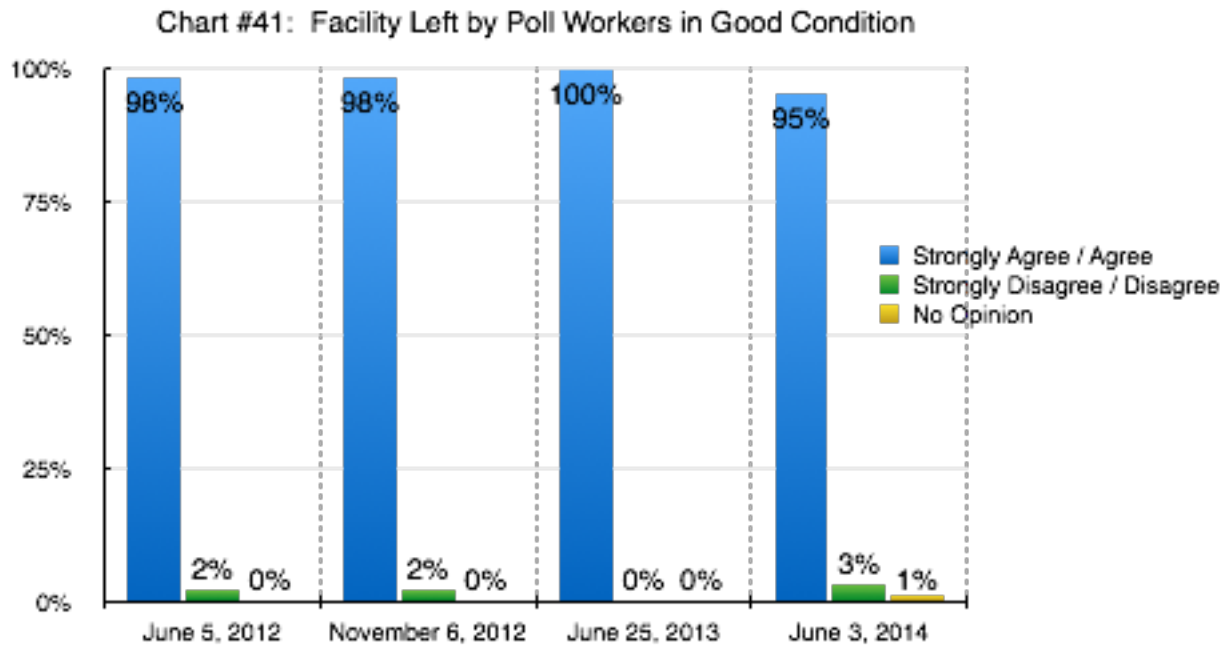
Chart #40: Poll Workers' Compliance with Polling Place Facility Rules



For the reasons expressed above it is equally important that after a very long Election Day poll workers leave the polling place in good condition. Poll workers are informed in training that they are expected to leave the facility in the same condition as its original state prior to the election. To ensure that polling place facilities are clean and orderly when vacated by poll workers after the closing the polls, polling place hosts are asked about the condition of their facility.

As illustrated in Chart #41 below, 95% strongly agreed (62%) or agreed (33%) that their facility had been left clean and in good condition. Only three percent expressed any level of disagreement with the statement, while just one percent of respondents reported having no opinion. These results are consistent with the positive scores reported since the June 2012 Primary Election.

## June 3, 2014 Polling Place Survey



### Overall Experience

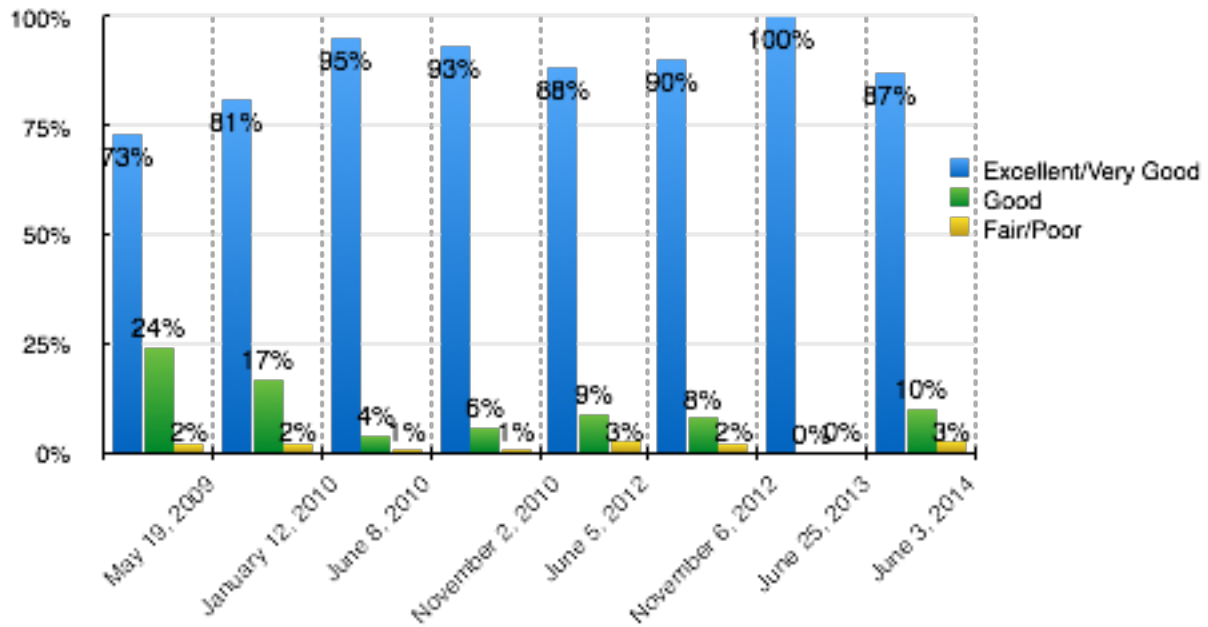
As the Registrar of Voters office is the first and primary point of contact for polling place hosts, it is critical that the customer service provided meets the high standards set by the office.

Consequently, polling place hosts are not only surveyed on their overall experience serving in the election but also on the quality of service received from the Registrar of Voters.

Of the 292 respondents to this question, 97% reported that quality of service was excellent (87%) or very good (10%). As shown in Chart #42 below, 10% described the quality as good and 3% reported the quality was fair or poor. These results are in line with the high level of satisfaction that polling place hosts have experienced with the service provided by the Registrar of Voters office over the past seven elections.

## June 3, 2014 Polling Place Survey

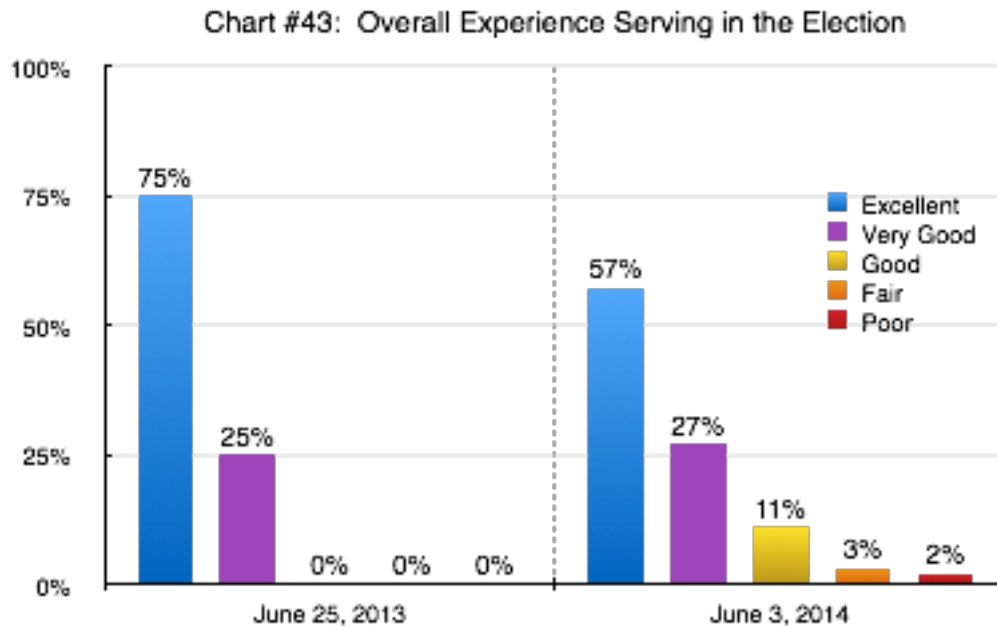
Chart #42: Overall Quality of Service Provided by the Registrar of Voters



Similarly, when polling place hosts were asked about their overall experience serving in the 2014 Statewide Primary Election, the majority of responses were very positive.

Of the 288 respondents, 84% described their experience as excellent (57%) or very good (27%). While this reflects a decline of sixteen percentage points from the response rate in 2013, as illustrated below in Chart #43, the bulk of the difference was shifted to the response category of good, as only five percent described the experience as fair or poor.

## June 3, 2014 Polling Place Survey

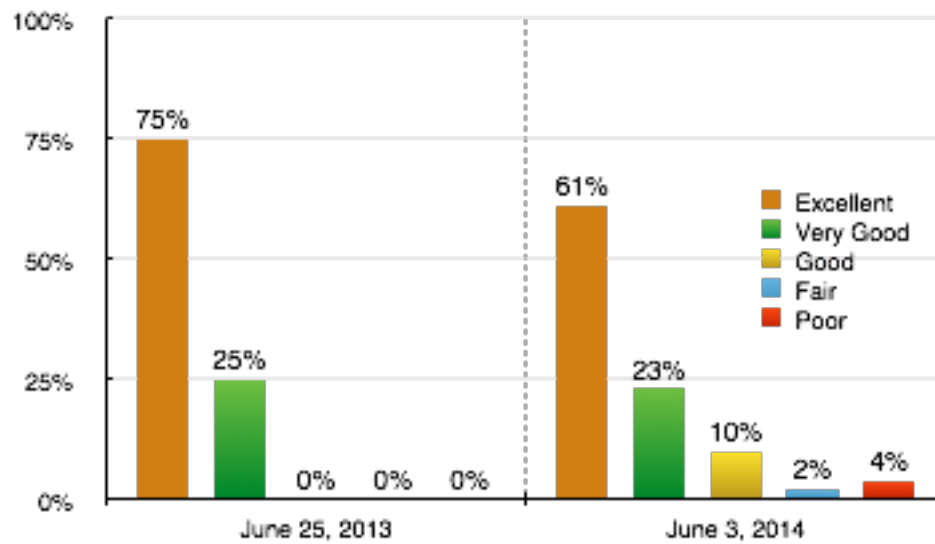


Lastly, polling place hosts were asked about the likelihood of offering their facilities again in a future election. As the case with the question above, only 2013 data is available for comparison due to a revision of the survey that altered the answer selections. In this election, 84% responded that the likelihood of serving in a future election is excellent or very good. As statewide elections require the recruitment of over 1,000 polling places, the goal of the Registrar of Voters office is to increase this percentage to 100% in order to ensure high polling place retention rates.

Chart #44 below provides a breakdown of all responses to this question. Of the 16% who did not report that the likelihood of future service was excellent or very good, ten percent described it as good and six percent reported it was fair or poor.

## June 3, 2014 Polling Place Survey

Chart #44: Likelihood of Serving in a Future Election



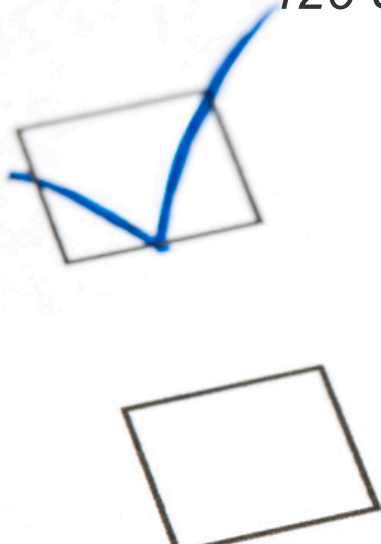


# **Election Supply Distribution Survey**

*1,135 Supply Boxes*

*6 Questions*

*426 Survey Responses*



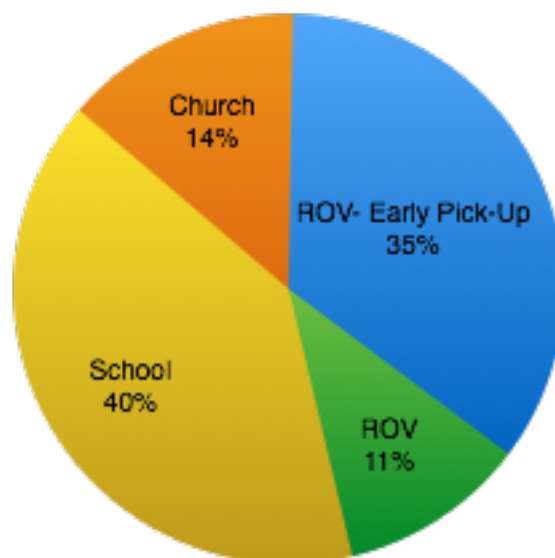
## June 3, 2014 Election Supply Distribution Survey

### Overview

Each election, voting equipment and supplies that include tables, chairs and e-Booths, are delivered to polling places by delivery companies contracted by the department. However, Inspectors are responsible for picking up their polling place supply box prior to Election Day. The supply box contains very important items, such as the voter roster, street index, directional signs, electrical equipment, the American flag, and more. In order to increase convenience and provide Inspectors with greater flexibility, Inspectors were provided the option of making appointments to pick-up their supply box early at the Registrar of Voters office or picking up the supplies on the Saturday prior to the Primary Election at a distribution site in their community. Of the 12 distribution sites throughout Orange County, including the Registrar of Voters office, eight school facilities were utilized in addition to three churches.

Upon picking up their supply box, Inspectors were provided the Supply Distribution Survey in order to evaluate the process. Of the 1,135 volunteers who served as Inspectors in this election, 426 responded to the survey for a response rate of 38%. As show in Chart #45 below, 35% scheduled appointments to pick up their supply boxes early at the Registrar of Voters office, while 65% picked up their boxes at the distribution site in their communities the Saturday prior to the election.

Chart #45: Supply Box Pick-Up Locations

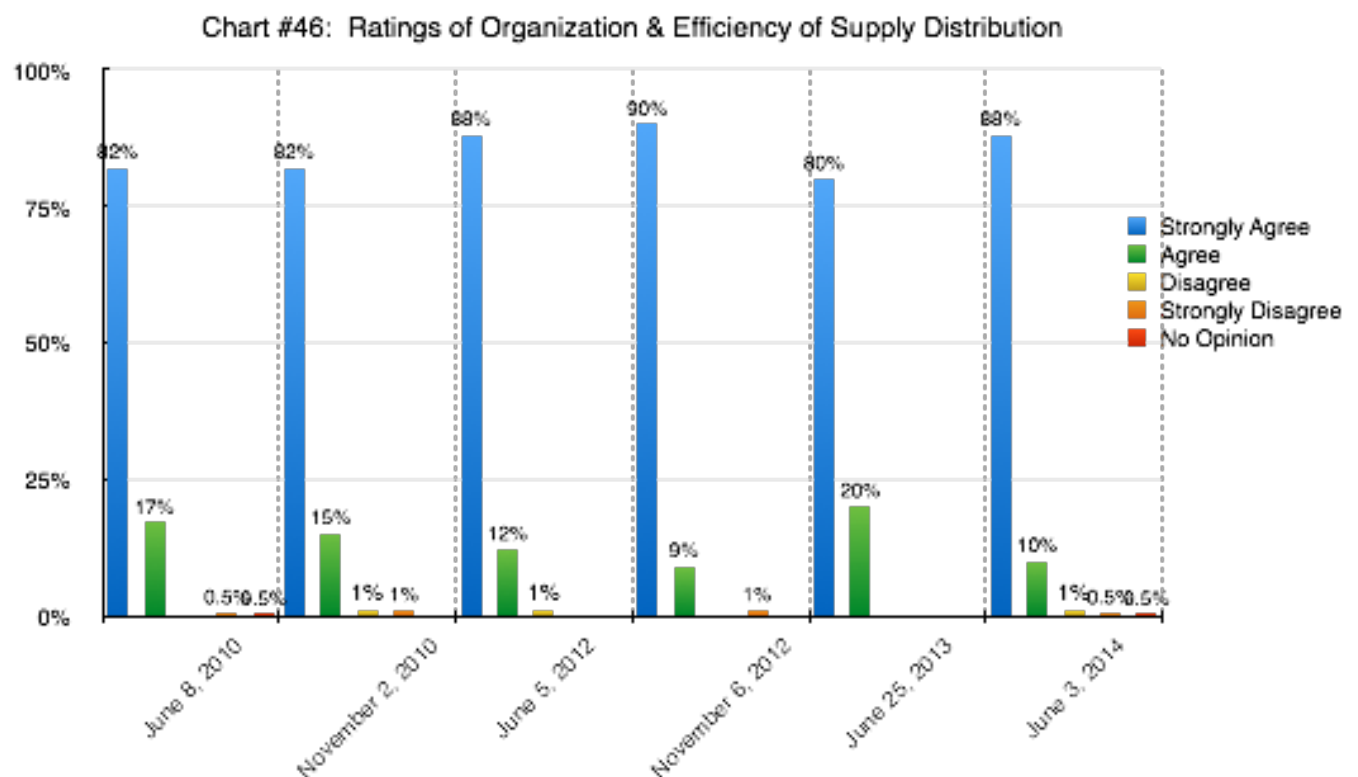


# June 3, 2014 Election Supply Distribution Survey

## Organization and Efficiency

Inspectors were asked to rate several areas involved in the supply distribution process, including the level of organization and efficiency. Respondents largely strongly agreed or agreed that the process was organized and efficient (98%), while only one percent disagreed and half of a percent strongly disagreed with the statement or held no opinion.

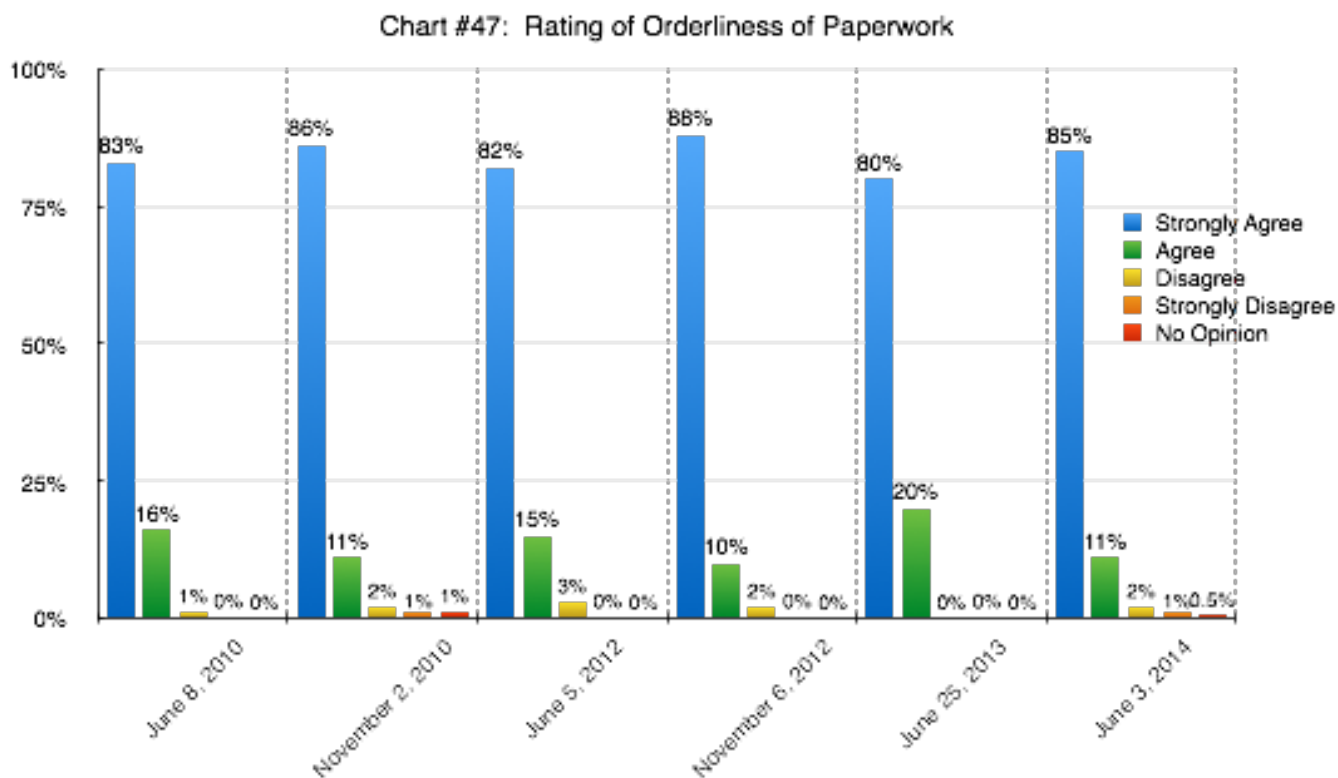
Chart #46 below illustrates that over the past six elections the numbers of those strongly agreeing and agreeing that the supply distribution process has been organized and efficient have remained consistently high, from 97% in November of 2010 to 100% in June of 2013. It is noteworthy that in 2014, the percentage of respondents who strongly agreed rose eight percentage points from the much smaller special election in 2013. Further, those strongly disagreeing or disagreeing with this statement have not exceeded two percent over the last six elections.





## June 3, 2014 Election Supply Distribution Survey

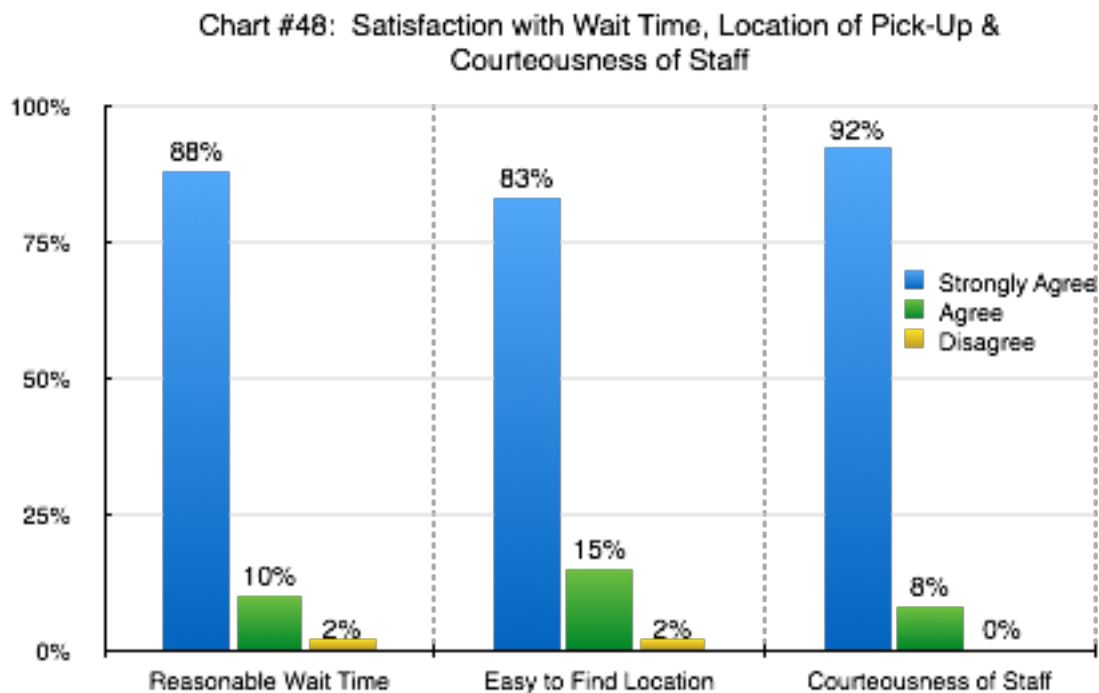
Inspectors were asked about the orderliness of their paperwork, and 96% strongly agreed or agreed that their paperwork was in order when they arrived to pick-up supplies. While this is a decrease of four percentage points from 2013, the results fell slightly by just a couple of percentage points when compared with prior statewide elections. When looking at the percentage of respondents who strongly agree that their paperwork was orderly, in this election the score is higher than the three previous Primary Elections, and only slightly lower than the 2010 and 2012 General Elections.



The Supply Distribution Survey also inquired into the level of satisfaction experienced by Inspectors in regard to the length of time they waited to pick-up their supplies, the ease of locating their assigned

## June 3, 2014 Election Supply Distribution Survey

location, and the courteousness of staff distributing supplies. As depicted in Chart #48 below, only two percent disagreed with the respective statements that their wait time was reasonable and the location was easy to find.



Without exception, Inspectors agreed or strongly agreed with the statement that the staff was courteous during this process. This demonstrates the department's commitment to providing the highest level of customer service to volunteer poll workers. Comparison data for these questions is limited to the June 2013 Cypress Special Municipal Election. While that election was significantly smaller in scope compared to the 2014 Primary Election, it is worth highlighting the points listed below.

- In 2013, 100% of respondents were in agreement that their wait time was reasonable. While 2014, saw a decrease in two percentage points, respondents reported strong agreement rose eight percentage points in 2014, from 80% to 88%.

## *June 3, 2014 Election Supply Distribution Survey*

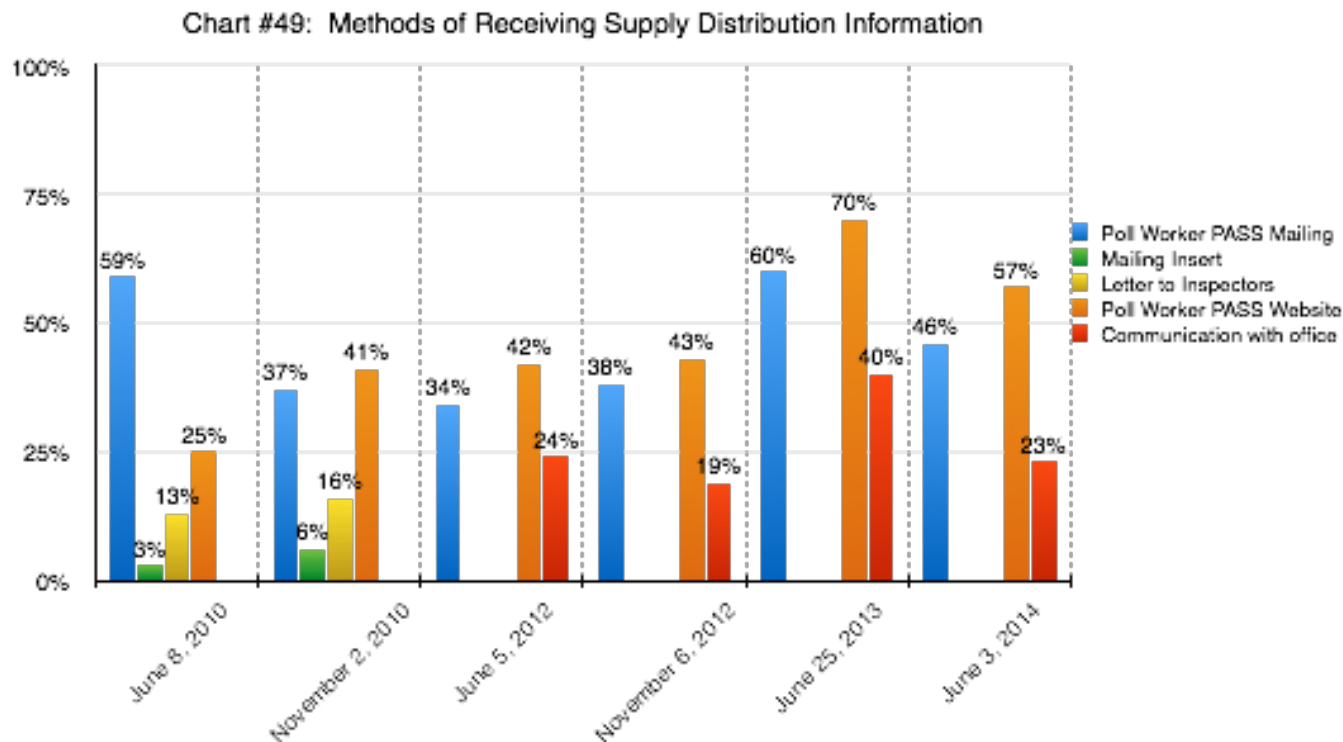
- There was a decrease in Inspectors who strongly agreed that their pick-up location was easy to find from 90% in 2013 to 83% in 2014. However, most of the difference was reflected in an increase of those who agreed with the statement from 10% in 2013 to 15% in 2014; only two percent reported disagreement with this statement.
- 2014 saw an increase of two percent, up from 90% in 2013, of respondents reporting strong agreement with the statement that staff was friendly and courteous during this process.

### **Communication**

A variety of methods were used to convey information to Inspectors about Supply Distribution. Survey respondents were provided three options to select from; however, they could select more than one to accurately reflect the popularity of each method of communication. At 11%, the Poll Worker PASS website was the most popular method of staying informed with the department about supply distribution as reflected in Chart #49 on the following page.

The reliance on the Poll Worker PASS website for information was reported significantly higher in 2013 as 70% of respondents selected that option. However, Chart #49 illustrates the trend over the last six elections is that once surpassed by the website in November of 2010, the popularity of the Poll Worker PASS mailing has remained second to the increasing popularity of the website. Chart #49 also shows that the Poll Worker PASS mailings are also an effective means of communication with 46% of respondents reporting that the mailing kept them informed of the distribution process.

## June 3, 2014 Election Supply Distribution Survey

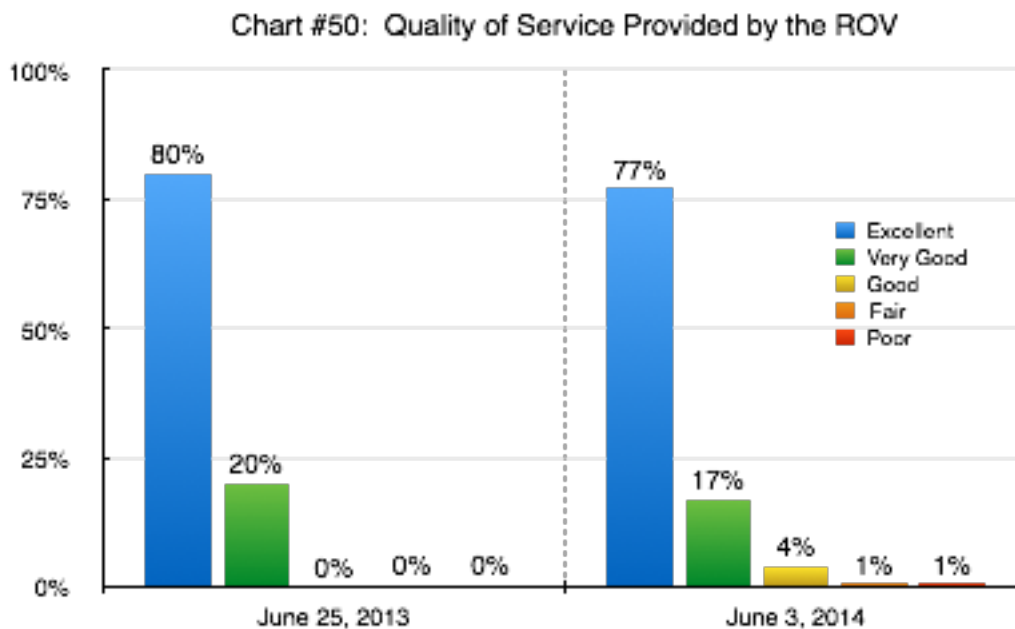


### Overall Satisfaction

The Supply Distribution Survey asked respondents to rate the overall quality of service provided by the Registrar of Voters, as well as their overall experience with the supply distribution process. The Registrar of Voters earned high marks as 94% described the level of service as excellent or very good. While this is a decrease of six percentage points from 2013, it must be noted that only 16 polling places were utilized in that year's Cypress Special Municipal Election.

Chart #50 on the following page reveals that only two percent reported it was fair or poor, while four percent of respondents described the service as good. While these results are largely positive, they show that there remains room for improvement in the quality of service provided during the supply distribution process. Suggestions from both Inspectors and staff will be examined in order to continue to refine this logistically complex process.

## June 3, 2014 Election Supply Distribution Survey

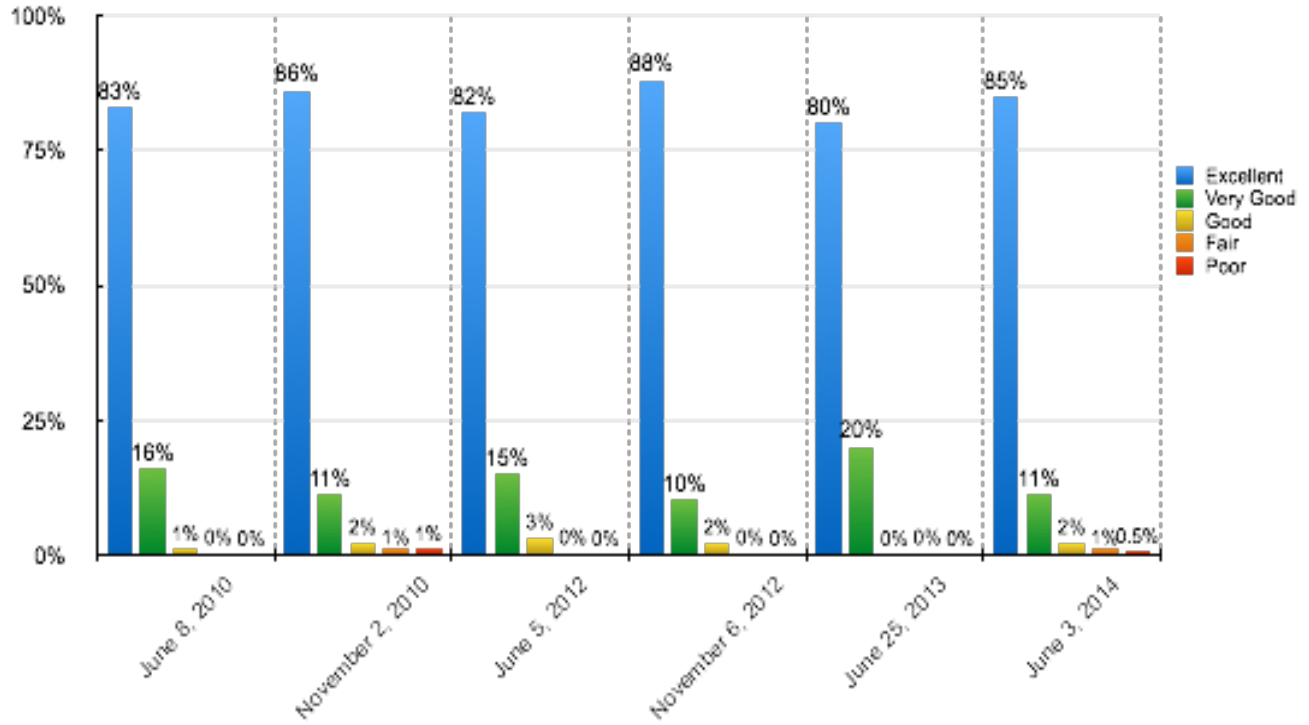


Overall, 96% of Inspectors responding to the survey described their experience with supply distribution in the 2014 Statewide Primary Election as excellent or very good. Only two percent described their experience as good, which is extremely consistent with results over the last six elections. Less than two percent described their experience as fair or poor, which is slightly elevated from the prior six elections, with the exception of November of 2010.

On the following page, Chart #51 illustrates the ratings of Inspectors in regard to their overall experience with the supply distribution process. 2014 has the third highest percentage (85%) of respondents describing their experience as excellent dating back to 2010, surpassed only by the 2010 and 2012 General Elections. The Registrar of Voters office will continue to modify this process with the goals of ensuring a positive experience and eliminating responses describing the experience as fair or poor.

# June 3, 2014 Election Supply Distribution Survey

Chart #51: Overall Experience with Supply Distribution



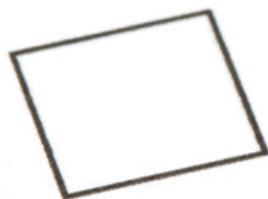
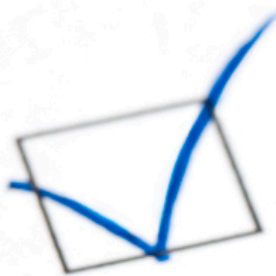


# Recruitment Survey

*4,703 Poll Workers*

*4 Questions*

*1,104 Survey Responses*



## *June 3, 2014 Recruitment Survey*

### **Overview**

For every election, poll workers are a vital part of process. Thus, the Orange County Registrar of Voters utilizes its staff of Community Program Specialists, Field Representatives, and Election Aides in order to recruit volunteers so that Election Day runs as smoothly as possible. There were 4,703 volunteer poll workers recruited for the June 3, 2014 Statewide Direct Primary Election. After being assigned a polling place, automatic out-going calls were made to each poll worker to request their participation in the Recruitment Survey. This survey is utilized primarily to ensure that the Registrar of Voters provides the highest level of customer service and maintains positive relationships with poll workers recruited by the office.

Poll workers were asked to rate the following statements pertaining to the level of service received from representatives and the Registrar of Voters office as a whole, using a scale of one to five.

1. My representative was courteous and professional.
2. My representative answered all of my questions.
3. My overall interaction with my representative was positive.
4. My overall interaction with the Registrar of Voters has been positive.

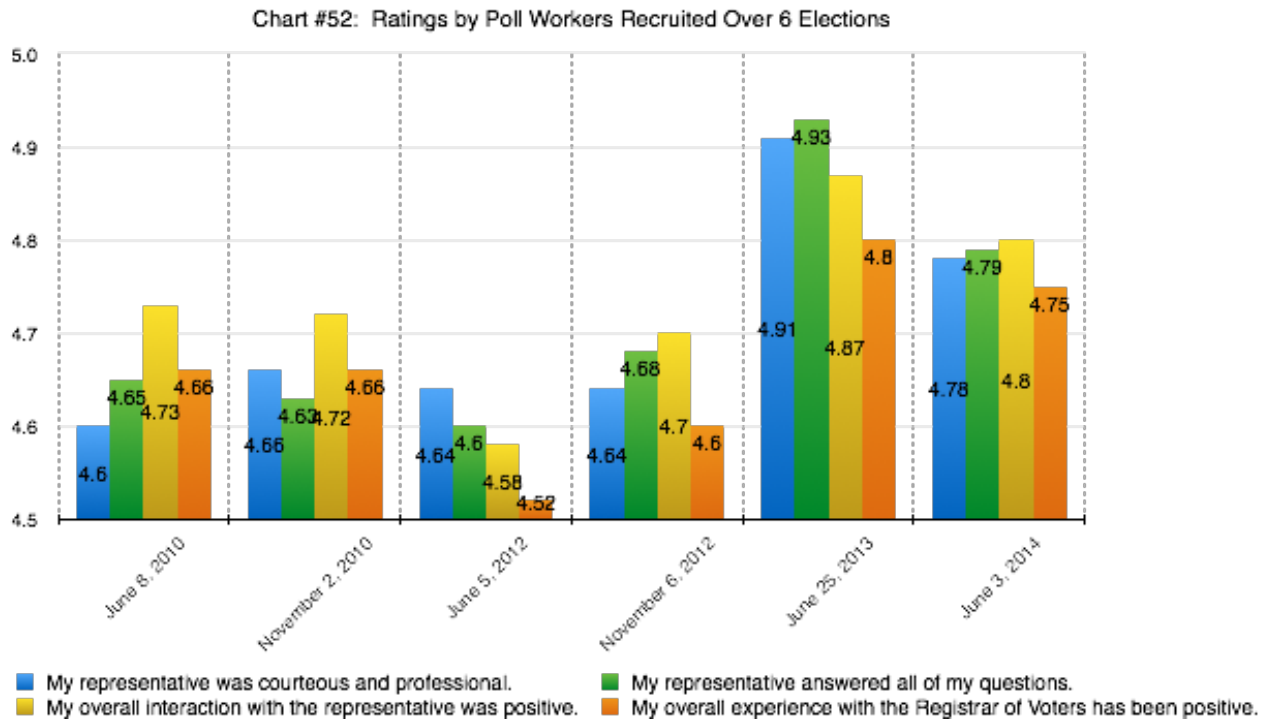
Similar to the Phone Bank surveys, a score of five was the highest possible rating as it indicated strong agreement with a statement; conversely, a score of one was the lowest rating possible rating indicating strong disagreement with a statement. Additionally, similar to the Phone Bank surveys, the goal set by the Registrar of Voters was to achieve a score of 4.5 (90%) or higher for each statement; results were analyzed daily to ensure the provision of a high level of customer, as well as determine if follow-up was needed as evidenced by a low rating.

In total, 1,104 poll workers responded to the survey. From these respondents the overall score of each category was positive, similar or higher than scores from past elections. Still, the Registrar of Voters office strives to continually improve the quality of customer service provided to its volunteers.



# June 3, 2014 Recruitment Survey

Chart #52 reveals the high score averages for each category, which are higher than most previous elections.



## My Representative Was Courteous and Professional

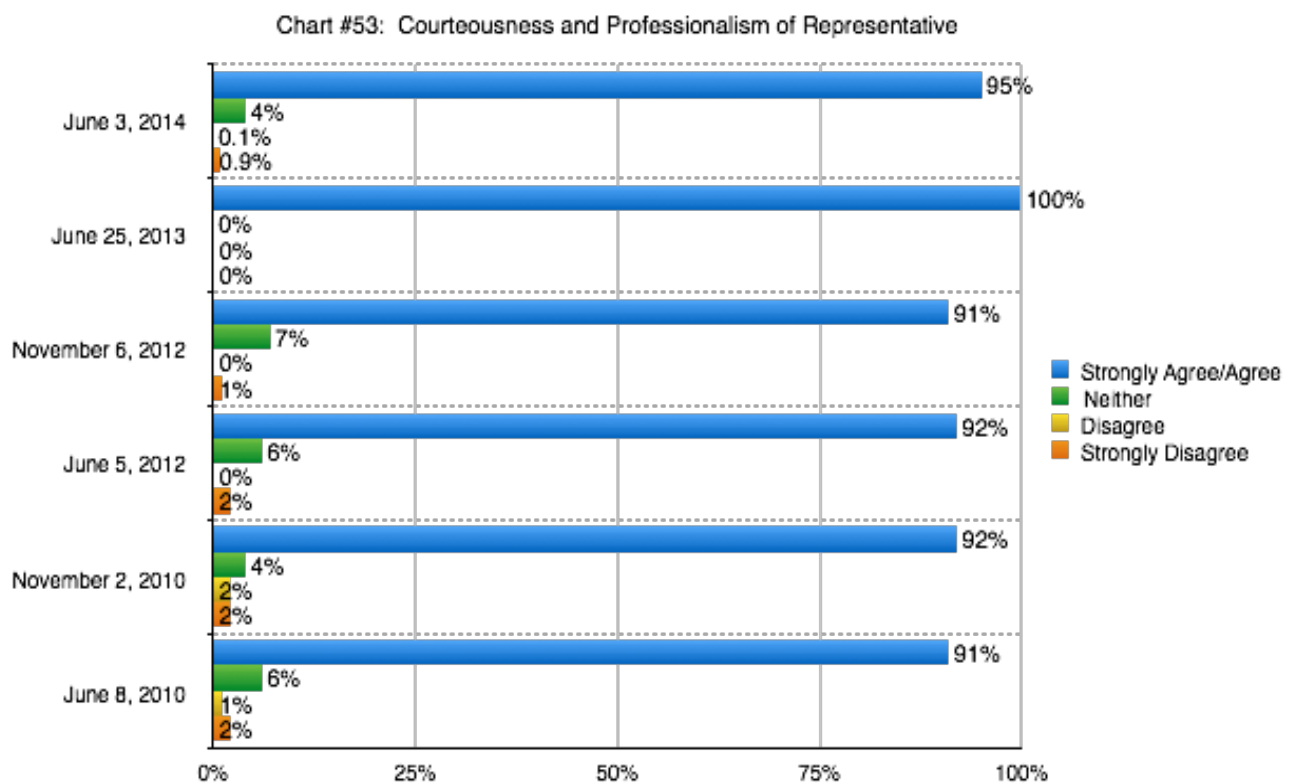
In order to maintain a high level of professionalism it is important and expected that the Registrar of Voters office consistently exhibit courtesy in each interaction with the public. Poll workers should feel that each staff member they communicate with is friendly and helpful in order to make the process of volunteering in an election as easy as possible.

Of the 1,079 respondents to this question, 95% strongly agreed that their representative had been courteous and professional. Furthermore, ten percent agreed with the above statement, four percent indicated neither agreement nor disagreement, and approximately one percent disagreed or strongly disagreed. The overall score of 4.78 reported in this election is higher

## June 3, 2014 Recruitment Survey

than the prior four statewide elections and reflects the continuous efforts of the Registrar of Voters in maintaining a very positive relationship with poll workers recruited to serve.

Chart #53 below shows the response rates reported by poll workers regarding the levels of courteousness and professionalism exhibited by their representatives over the past six elections.



### My Representative Answered All of My Questions

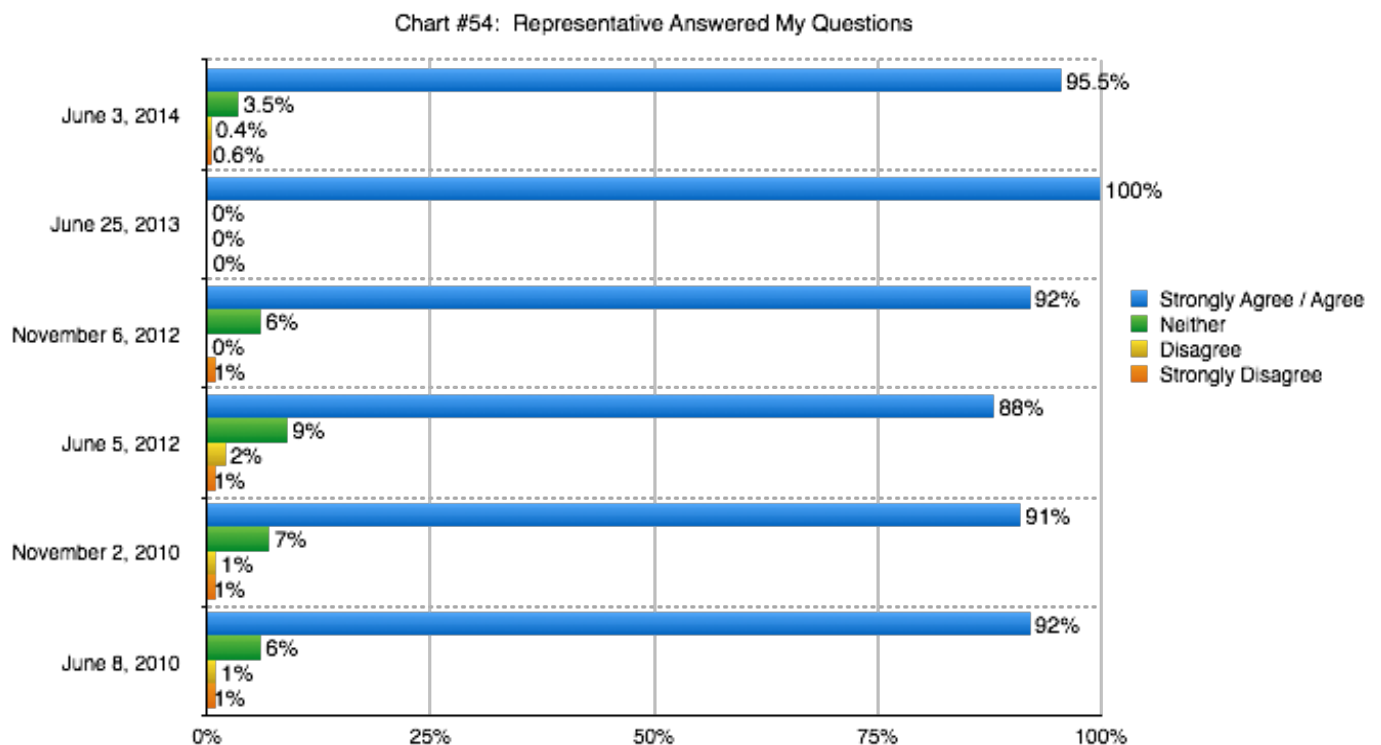
To make the processes of serving in an election as convenient and efficient as possible, it is important that representatives at the Registrar of Voters office are able to answer questions and concerns that poll workers have in regard to volunteering on Election Day. To ensure that the

## June 3, 2014 Recruitment Survey

Registrar of Voters staff members are knowledgeable and helpful, poll workers were asked to rate whether their representatives had answered all of their questions.

Of the 1,058 responses to this question, 85% strongly agreed with the statement, over ten percent agreed, less than four percent neither agreed nor disagreed, and approximately one percent reported disagreement or strong disagreement. The overall score of 4.79 reported by respondents to this question also exceeds the goal set by the office and is higher than the scores received from the 2010 and 2012 statewide elections.

Chart #54 shows the percentage of poll workers that stated their representative had answered all of their questions for the last six elections.

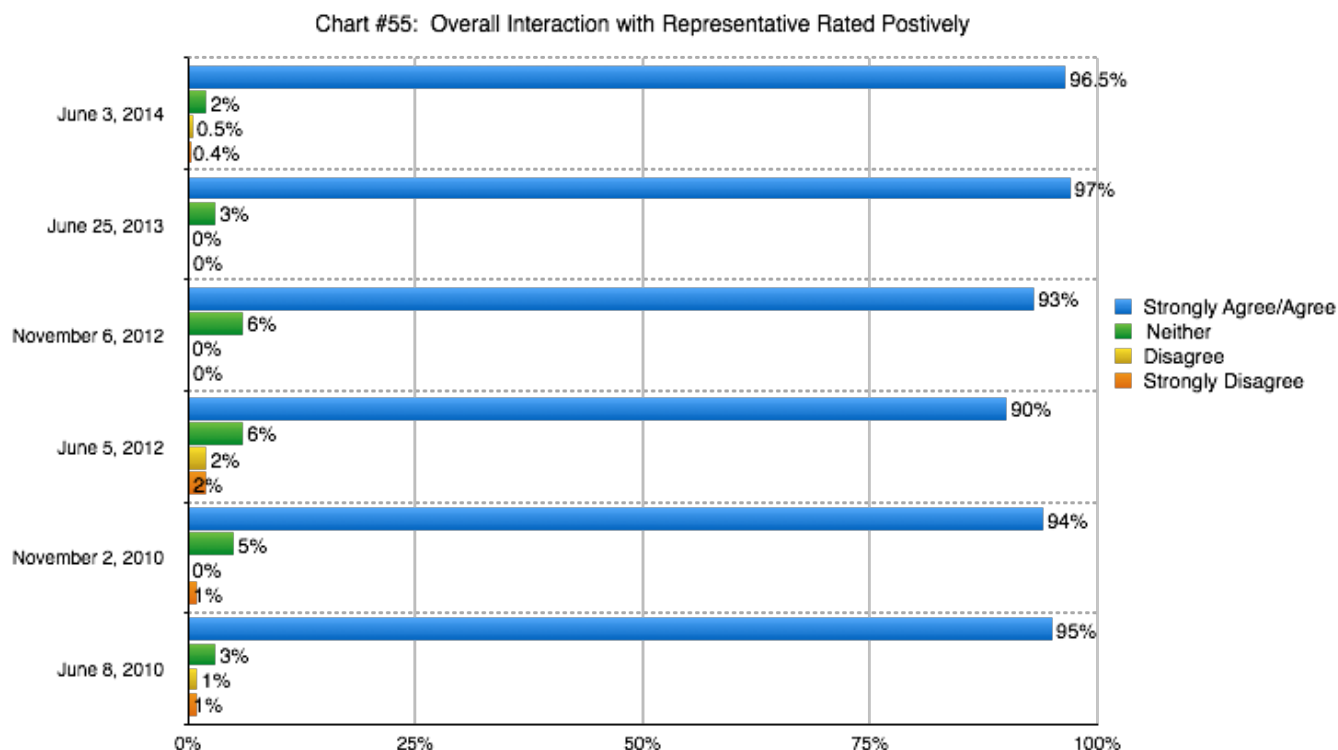


### **My Overall Interaction with the Representative was Positive**

As the recruitment phase is typically the first contact volunteers have with the Registrar of Voters office, it is very important that the first impression made by the representative is a positive one. This phase of elections operations can set the tone for the overall level of satisfaction experienced by poll workers, as well as impact the likelihood of future service. Thus, the Recruitment Survey asks poll workers to rate the overall interaction with their representative.

Of the 1,051 respondents to this question, 86.5% strongly agreed, ten percent agreed, two percent neither agreed nor disagreed, and less than one percent reported any level of disagreement. Overall, respondents gave a score of 4.8, which is the highest score garnered by any of the questions in this survey. Chart #55 below shows the percentage of respondents that stated their overall interaction with their representative was positive for the last six elections.

## June 3, 2014 Recruitment Survey



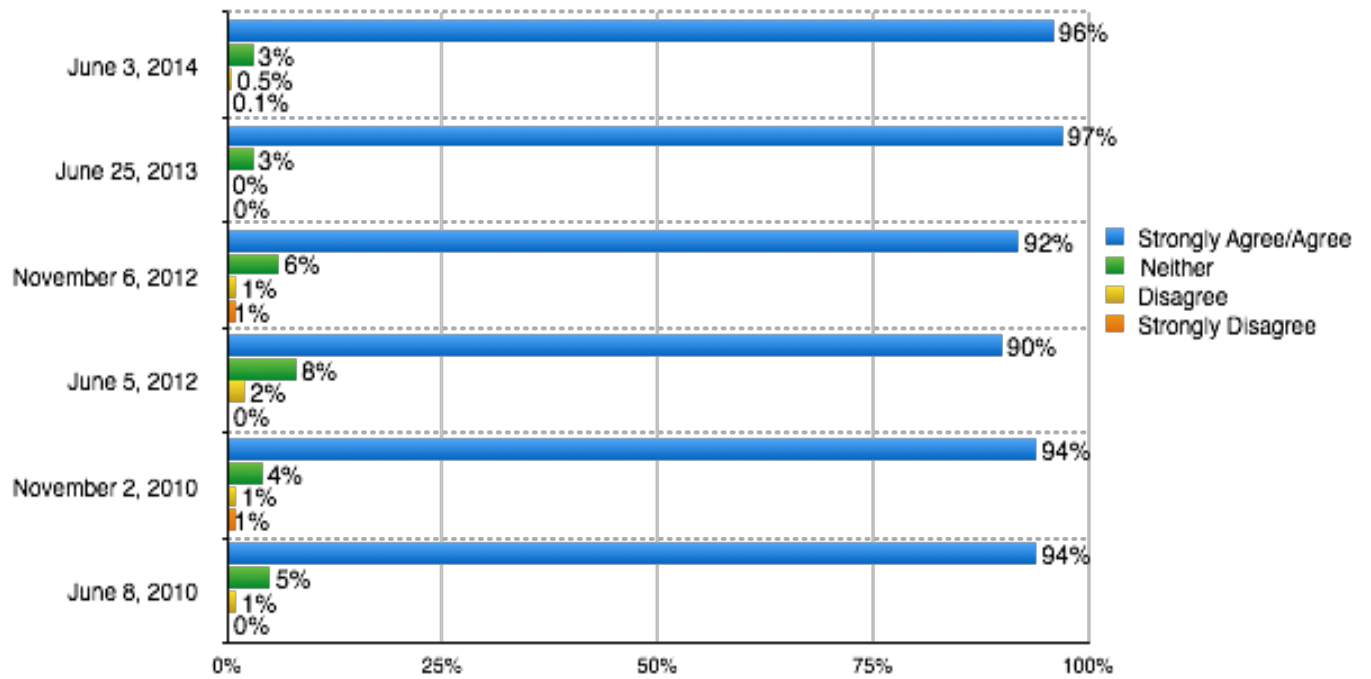
### Overall Experience with the Registrar of Voters has Been Positive

Lastly, poll workers were asked to rate the quality of their overall experience with the Registrar of Voters office. 96% of respondents gave positive ratings of strong agreement (79%) or agreement (17%) that the overall experience was positive. Three percent neither agreed nor disagreed, and less than one percent disagreed or strongly disagreed. Additionally, the overall score of 4.75 exceeds the consistently high scores that the Registrar of Voters has garnered in the five previous elections excepting the 2013 Cypress Special Municipal Election.

Chart #56 below shows the breakdown of scores from respondents regarding their overall interactions with the Registrar of Voters office dating back to 2010.

# June 3, 2014 Recruitment Survey

Chart #56: Overall Interaction with Registrar of Voters Rated Positively



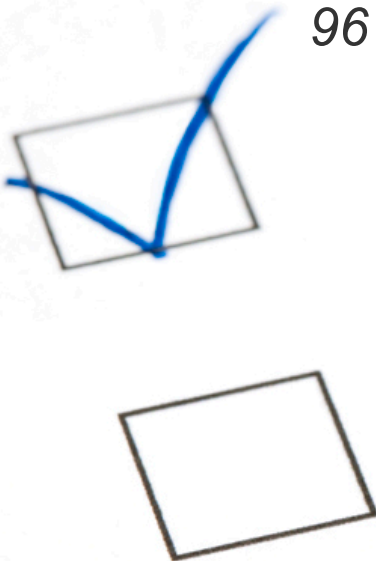


# Coordinator Survey

*221 Coordinators*

*5 Questions*

*96 Survey Responses*



## *June 3, 2014 Coordinator Survey*

### **Overview**

Election Day Coordinators play a vital role in Election Day communications, general troubleshooting and polling place supply replenishment. Previous service as a Polling Place Inspector is required prior to serving as an Election Day Coordinator. There are two levels of the Coordinator position: Coordinator or Lead Coordinator. Coordinators are assigned five to six polling places where they provide continual backup support and monitoring of statutory compliance and procedures. In the 2014 Statewide Primary Election, 73% of the 221 Coordinators served in this capacity. The remaining 27% served as Lead Coordinators. Lead Coordinators must have prior experience of serving as a Coordinator, as they are responsible for the oversight of approximately four Coordinators.

Coordinators are charged with keeping the department apprised of the status of their assignments from 5:30 a.m. through the close of polls on Election Night. They are responsible for alerting the office of any major issues that may arise, as well as assisting poll workers resolve problems. All Coordinators are provided a survey on Election Night, and their feedback is extremely valuable to the department due to that they have a critical role in ensuring Election Day is a success and they are among the department's most experienced volunteers. Of the 221 Coordinators who volunteered in this election, 96 submitted surveys to the department for a response rate of 43%.

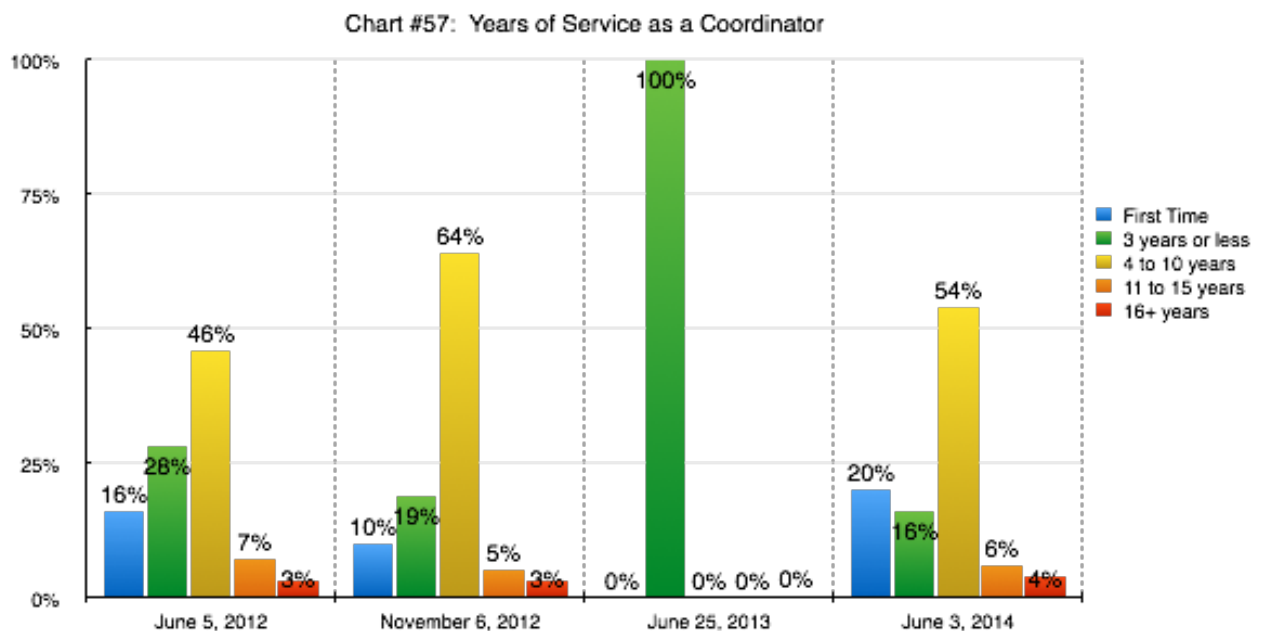
### **Coordinator Experience**

In addition to being asked to rate various aspects of their Election Day assignment, Coordinators were asked to provide information about their length of service in Orange County as a Coordinator and their motivation for volunteering. Consistent with the past two statewide elections in 2012, the majority of Coordinators (54%) have four to ten years of experience in that role. First time Coordinators made up 20%, while the third largest cohort consisted of volunteers with less than three years of experience. Only ten percent had 11 or more years of experience volunteering as a Coordinator in Orange County.

Chart #57 shows that with the exception of the special election in 2013, the trends pertaining to the length of service of Orange County Coordinators have remained consistent since 2012.



## June 3, 2014 Coordinator Survey



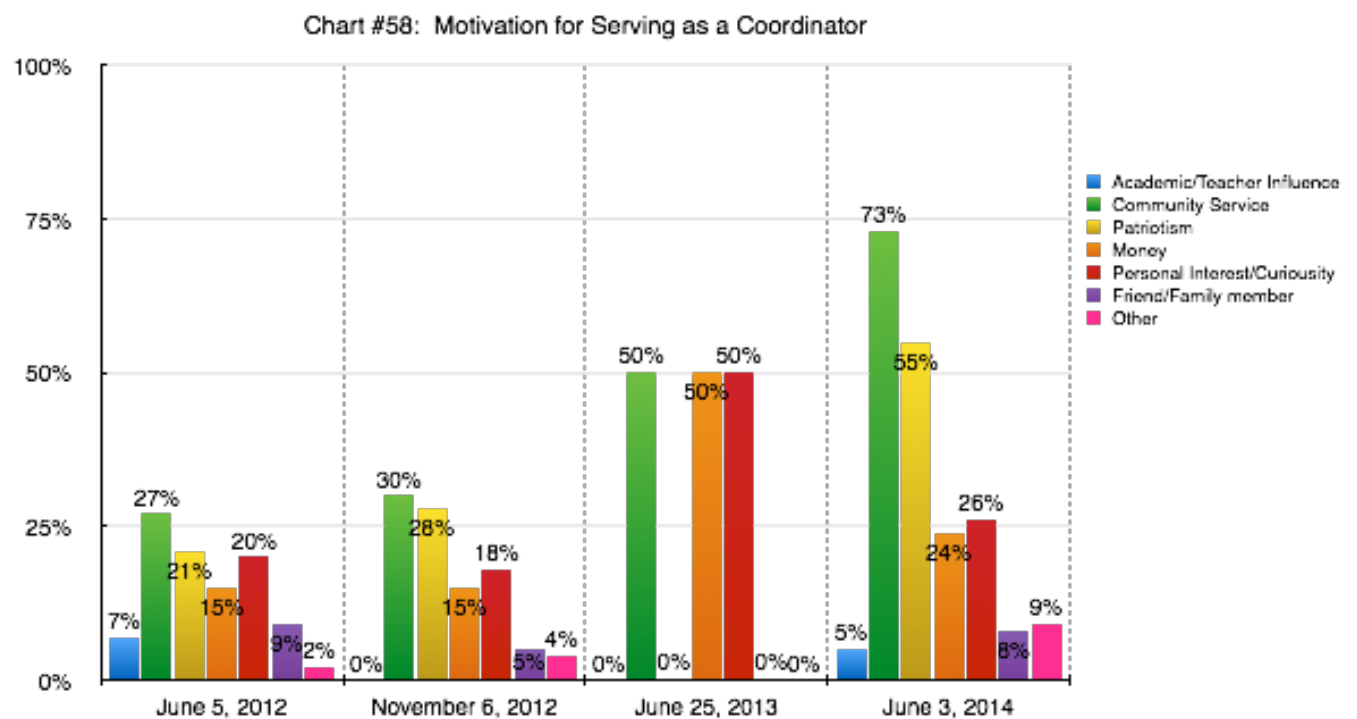
The Coordinator Survey allowed respondents to select multiple factors that motivated them to volunteer. As in the past three elections, community service was the most common response (73%) by Coordinators as the primary motivation for their service. While community service has consistently been the most reported motivation, respondents selected it at a much higher rate in 2014 compared to 2013 (a 20 percentage point increase). Generally, the responses for motivation have remained consistent over the past three statewide wide elections, though 2014 saw a slight uptick in respondents selecting “Other” as a response to this question.

Two of the least reported motivators continue to be friend and/or family member and academic and/or teacher influence. While the department may have a limited ability to impact the influence of family and friends, it is recognized that steps can be taken to increase the impact of schools and teachers on student involvement. It must be noted that one reason academic influence may be rated low as a motivator is the fact that high school students will not have the experience required to serve as a Coordinator. However, this is not necessarily the case for

## June 3, 2014 Coordinator Survey

college students. Therefore, by increasing partnerships on college campuses it might be possible to raise the impact of academic influence as a motivator for serving as a Coordinator.

Chart #58 below illustrates the reasons that have motivated Coordinators to volunteer. Over the last four elections, the trend has remained relatively consistent, with 2013 being somewhat of an outlier. While money is typically rated as the third or fourth most reported motivator, in 2013 it increased dramatically to 50%, resulting in a three-way tie for first with community service and personal interest.

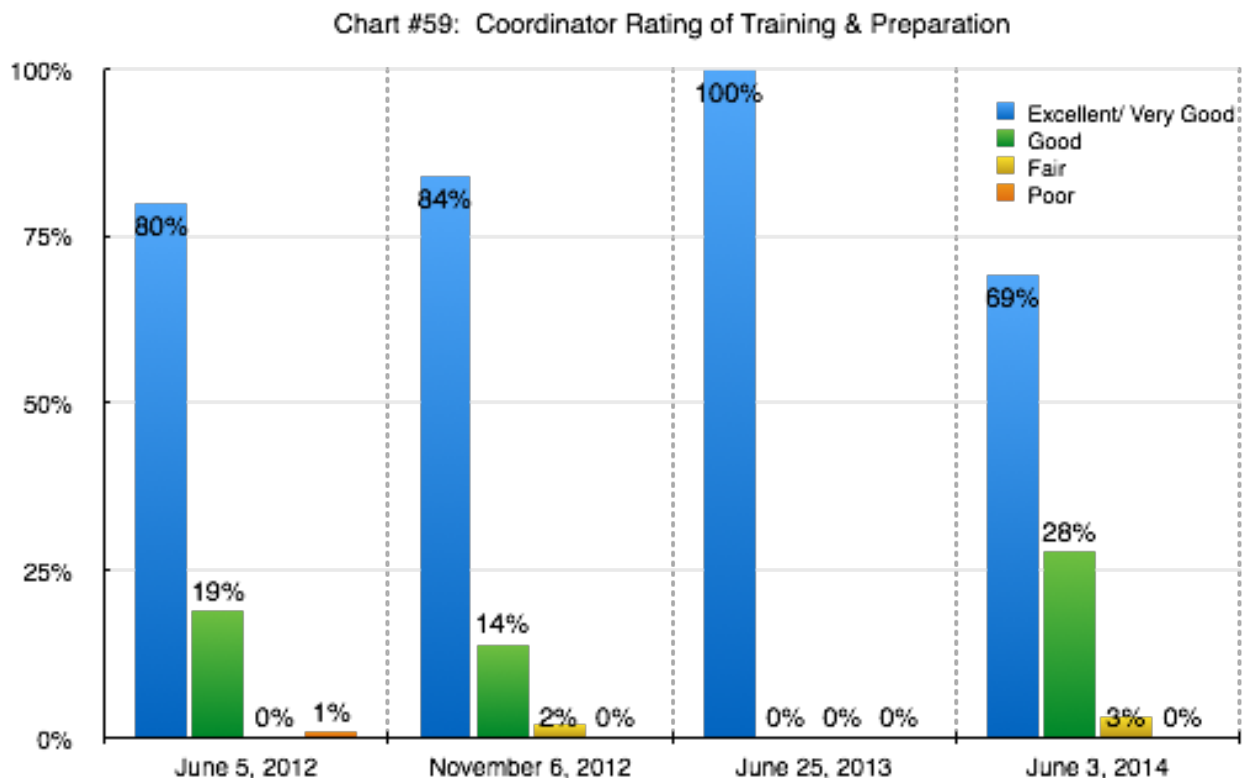


# June 3, 2014 Coordinator Survey

## Training and Preparation

Coordinators were provided the opportunity to rate the Registrar of Voters on the level of training and preparation they received prior to Election Day. Respondents were given the rating options of excellent, very good, good, fair, and poor. As shown in the chart below, 69% described the preparation and training they received as excellent or very good. This is an 11 to 15 percentage point decrease compared to the prior two statewide elections.

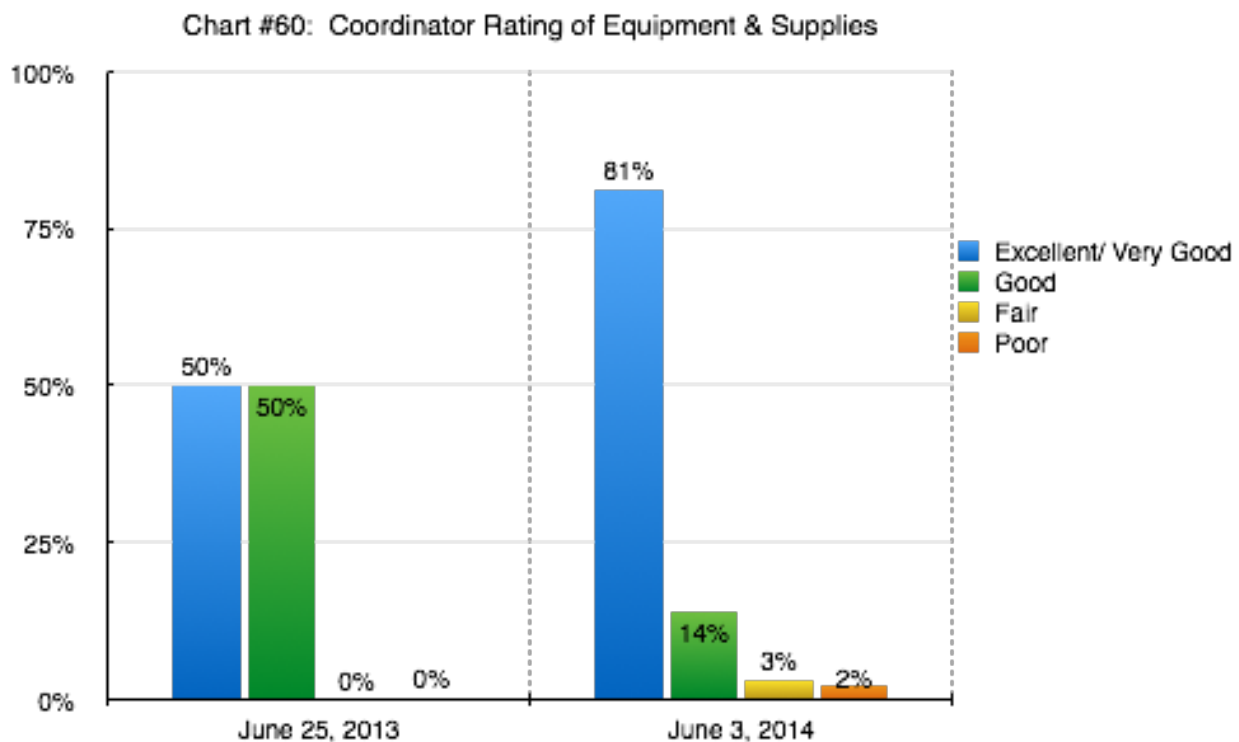
Chart #59 below reveals that most of the difference was made in the increase in respondents describing their training and preparation as good (28%). Consistent with the prior statewide elections in 2012, poor received no responses. While fair received a very low response rate of three percent, it reflects a slight increase of one to three percentage points since 2012.



## June 3, 2014 Coordinator Survey

One reason for the decrease in ratings of excellent and very good may be due to the difficulty of recruiting volunteers for the 2014 Primary Election. Unlike 2012 when there was greater public interest in the Presidential Election, recruiting efforts in 2014 continued through June 2, 2014. This resulted in a very small window to train and prepare volunteers. Nevertheless, the department places a high priority on preparing and training poll workers. Consequently, survey comments and assessments from staff will be analyzed to raise the ratings of excellent and very good while keeping ratings of fair or poor to a minimum.

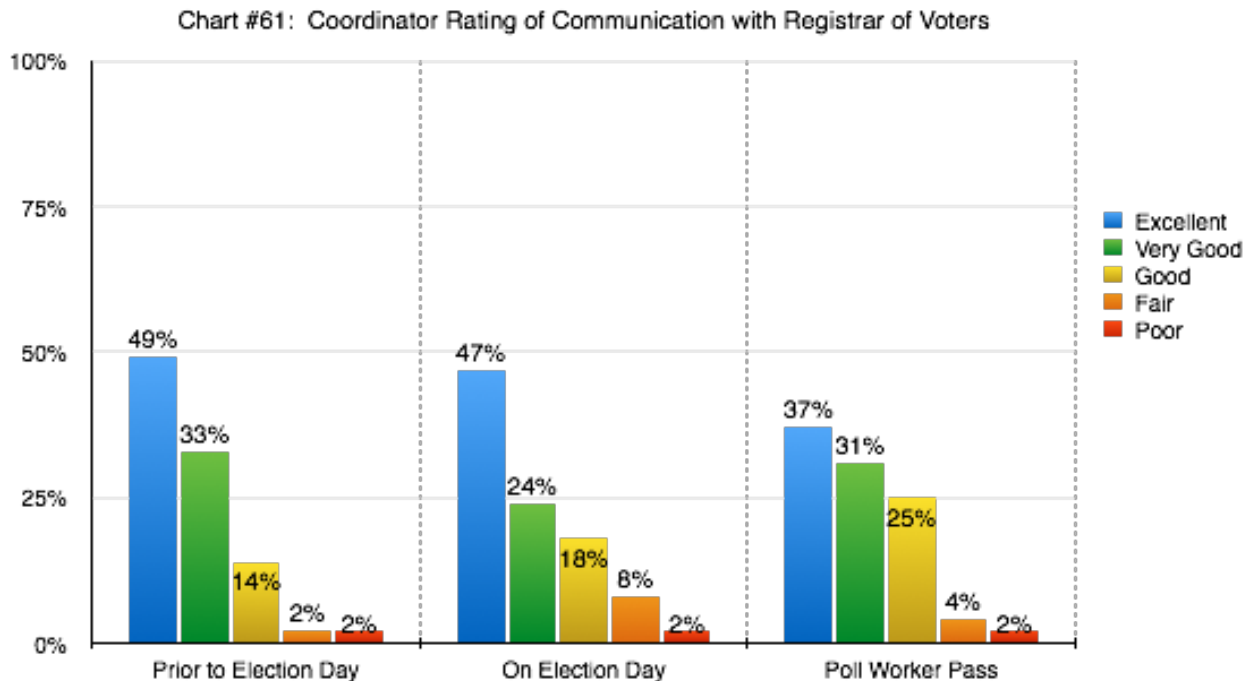
Coordinators were also asked to rate the equipment and supplies that were provided by the Registrar of Voters office. As shown in Chart #60 below, there was a significant increase (31 percentage points) of ratings of excellent or very good. This is noteworthy due to the fact that the 2013 special municipal election was significantly smaller in scope, requiring the service of only four Coordinators. The vast majority of that shift came from a decrease in respondents rating the equipment and supplies as good, which fell 36 percentage points from 2013. Only five of respondents described the equipment and supplies as fair or poor.



## June 3, 2014 Coordinator Survey

In order to keep Coordinators informed and increase their level of preparation, the Registrar of Voters works to facilitate communication between the department and volunteers. Coordinators were asked to rate their communication with the department prior to Election Day, as well as on Election Day. Further, respondents were also asked to rate the effectiveness of the Poll Worker PASS program as a means of communication with the Registrar of Voters office.

Chart #61 shows that the majority of respondents described their communication with the department as excellent in all categories. The highest ratings were earned for the level of communication prior to Election Day, as 82% of respondents described the communication as excellent or very good; this decreased 11 percentage points to 71% on Election Day. The Poll Worker PASS program was rated as excellent or very good by 68% of respondents, with 25% describing the program as good and only six percent rating it as fair or poor.

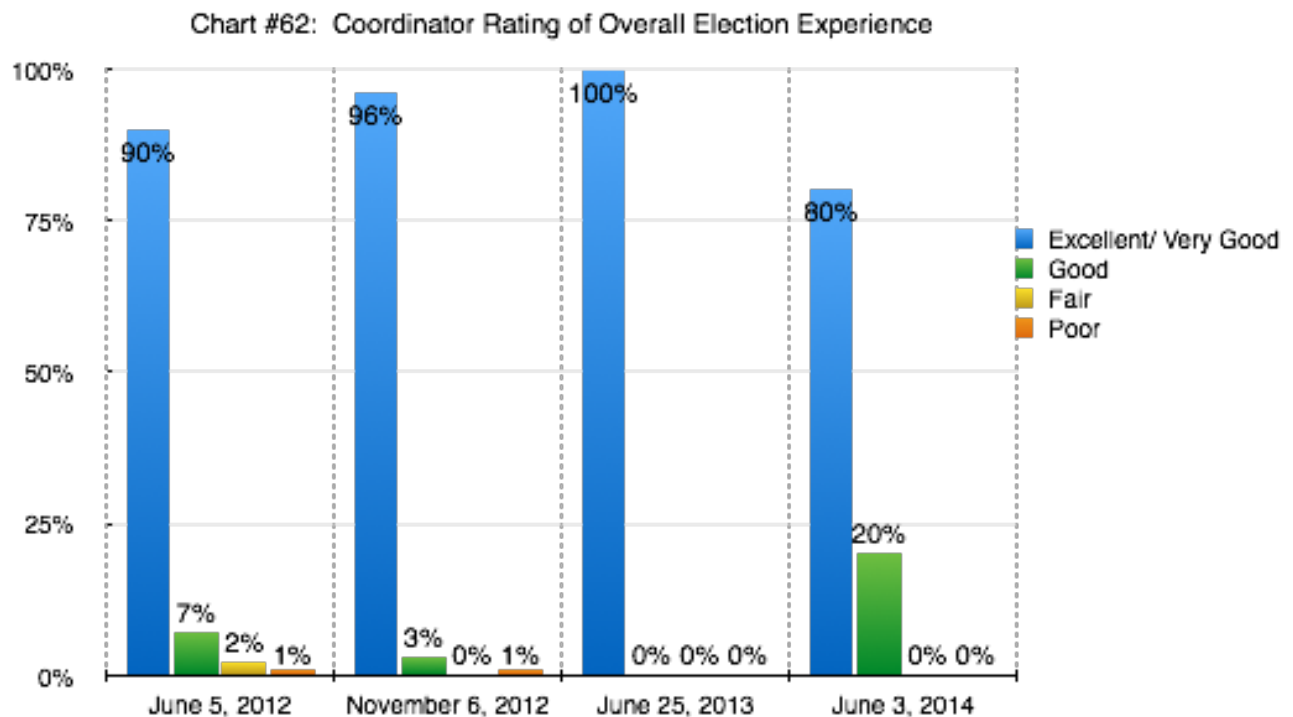


## June 3, 2014 Coordinator Survey

In 2013, 100% of respondents gave ratings of excellent or very good for all three categories. While a decrease in scores of excellent and very good is to be expected due to the fact that the number of Coordinators was significantly larger in 2014, the department will assess the reasons provided by respondents for the lower scores in order to enhance future communications with Coordinators, as well as the effectiveness of the Poll Worker PASS program as a means of communicating important Election Day information.

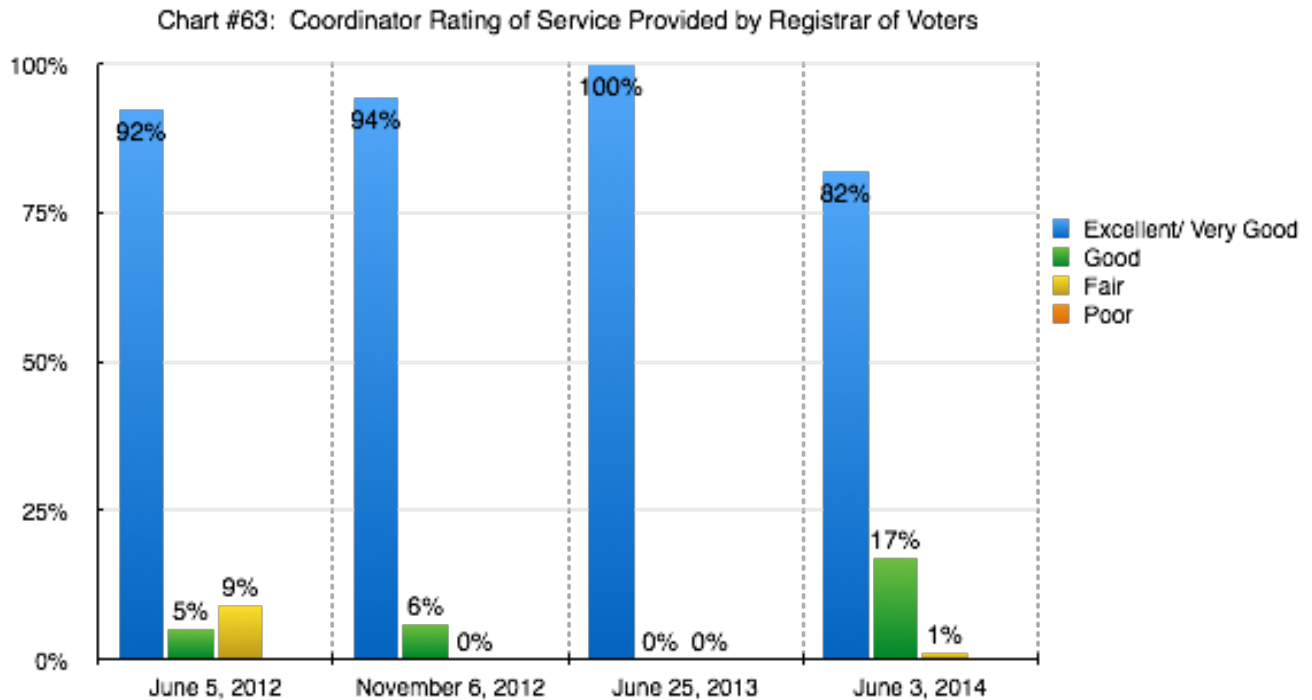
### Overall Satisfaction

To assess the level of satisfaction experienced by Coordinators, they are asked to rate the overall experience of this election, the quality of service provided by the Registrar of Voters office, and the likelihood that they will serve in a future election. The overall experience of serving in the 2014 Statewide Primary Election was rated as excellent or very good by 80% of respondents, as shown in Chart #62 below.



## June 3, 2014 Coordinator Survey

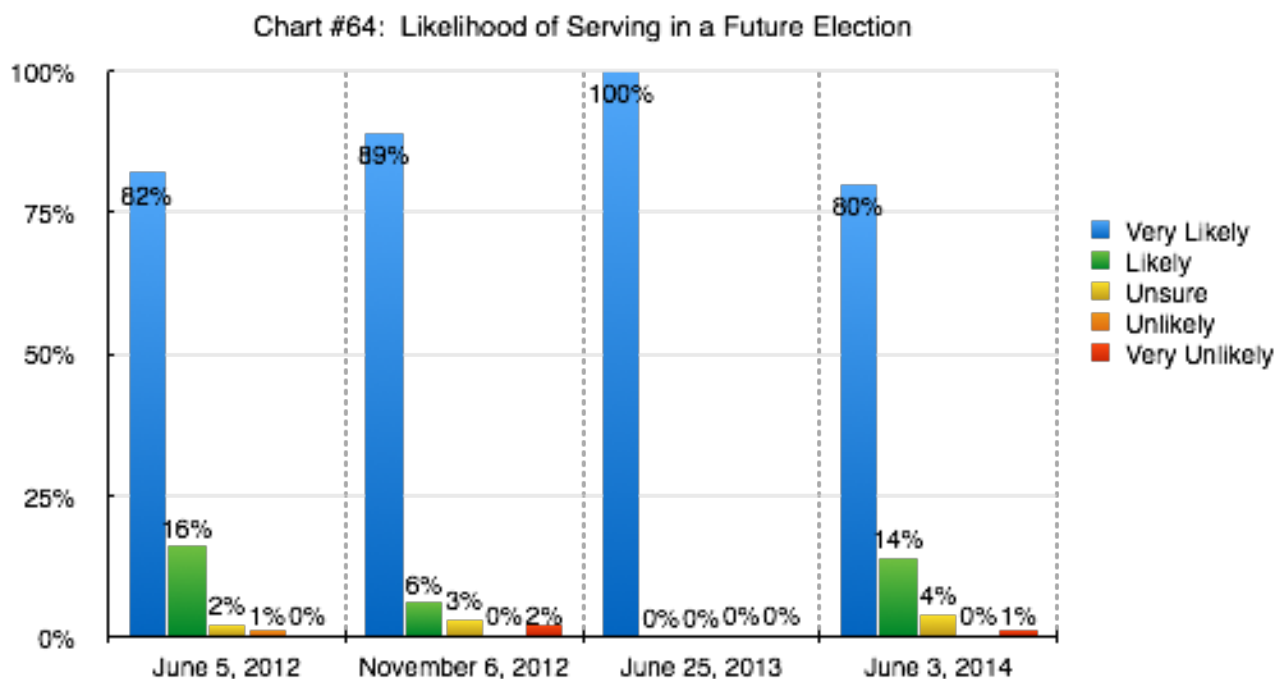
Likewise, 82% of respondents described the service provided by the Registrar of Voters office as excellent or very good. For each respective question, the scores reflect a decrease of ten percentage points from the 2012 Primary Election. Chart #63 below depicts a significant increase in respondents rating their overall experience and service received from the department as good in this election, while the responses of fair or poor remain the lowest of the two prior statewide elections.



## June 3, 2014 Coordinator Survey

Lastly, 94% of Coordinators indicated that it is likely or very likely that they will serve in a future election. This is significant, as Coordinators are valuable assets to the department due to the amount of experience they have acquired and their vital role of providing support to multiple polling places on Election Day. The consistency of these scores with those to the previous two questions show that the quality of the Election Day experience and the service provided by the department have a direct correlation on the likelihood of serving in future elections.

Chart #64 compares the 2014 response rate regarding the likelihood of future service to scores from the past three elections. As depicted below, 2014 saw a very slight decrease of two percentage points from the 2012 Primary Election of Coordinators reporting that they were very likely to serve in a future election. Additionally, the response rate for likely also decreased two percentage points from the 2012 Primary Election, and as shown below the difference was made up in an increase of Coordinators reporting that they were unsure if they would serve again. Consistent with the three prior elections, the percentage of respondents reporting that it is unlikely or very unlikely that they will serve in a future election remains extremely low at only one percent in 2014.







# A-Team Member Survey

*54 Members*

*7 Questions*

*21 Survey Responses*



## *June 3, 2014 A-Team Member Survey*

### **Overview**

The Registrar of Voters recruits a select number of poll workers to serve on the A-Team as back-up volunteers. These volunteers are all trained as Inspectors and are prepared to deploy to any polling place in Orange County on Election Morning. A-Team members play an important role, as poll worker cancellations and no-shows are unavoidable when working with thousands of volunteers. The deployment of trained A-Team members to replace poll workers who do not report to their polling place enables the Registrar of Voters office to remain in compliance with election law that mandates each polling place be staffed with an Inspector and bilingual poll workers.

For the 2014 Statewide Primary Election, 54 volunteers were recruited to serve as A-Team members. Each member was provided with an A-Team Member Survey at the conclusion of Election Night. The volunteers were asked to share information about their prior service with the office, methods of communication utilized to stay informed, issues encountered on Election Day, and the quality of training and overall service provided by the Registrar of Voters office. Completed surveys were received from 21 of the 54 A-Team members for a response rate of almost 39%. Responses provided valuable insight in regard to how department operations have been successful and identifying areas for improvement.

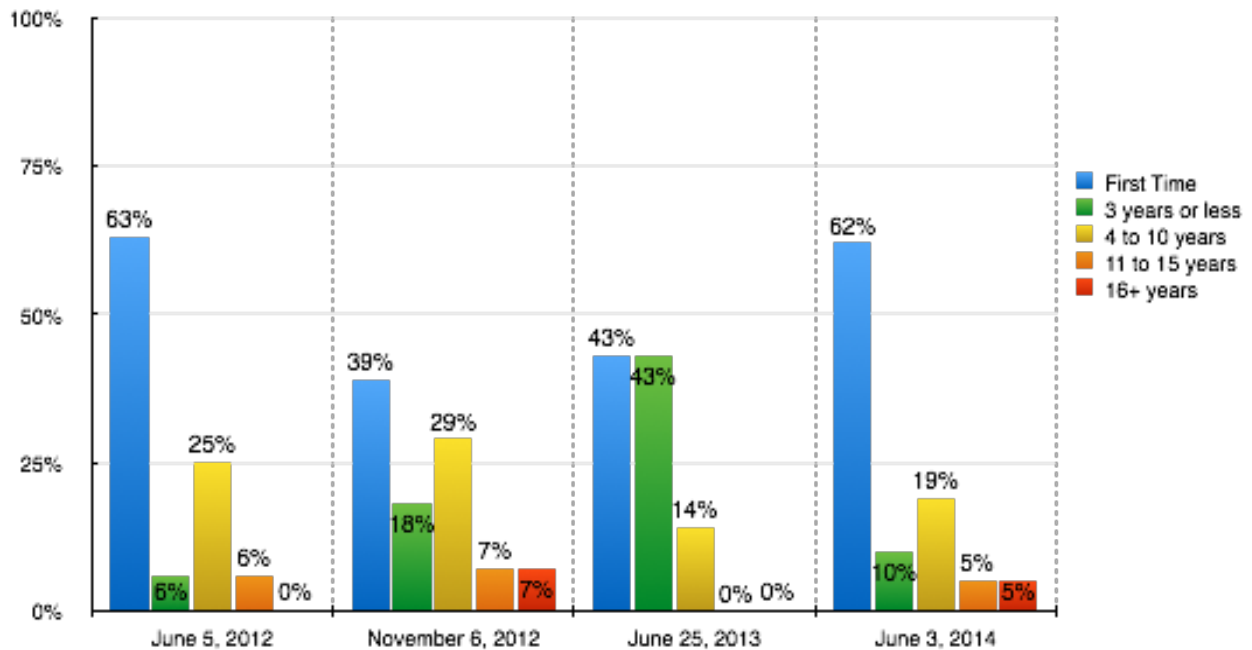
### **A-Team Experience**

The majority of A-Team members (72%) had three years or less experience volunteering in that capacity in Orange County, and 62% served on the A-Team for the first time in 2014. The survey results from this election are very consistent with those from the 2012 Primary Election when 69% of A-Team members had three years or less experience. While there was a slight decrease of six percentage points from June of 2012 in the number of members with four to ten years of experience, there was a four percentage point increase in the number of those with 11 or more years of experience.

While the general trend from this year's results is also consistent with that from the 2012 General Election, Chart #65 shows that the 2012 General Election saw a significant increase in experienced volunteers who served in comparison to both the 2012 and 2014 Primary Elections.

# June 3, 2014 A-Team Member Survey

Chart #65: Length of Service as an A-Team Member

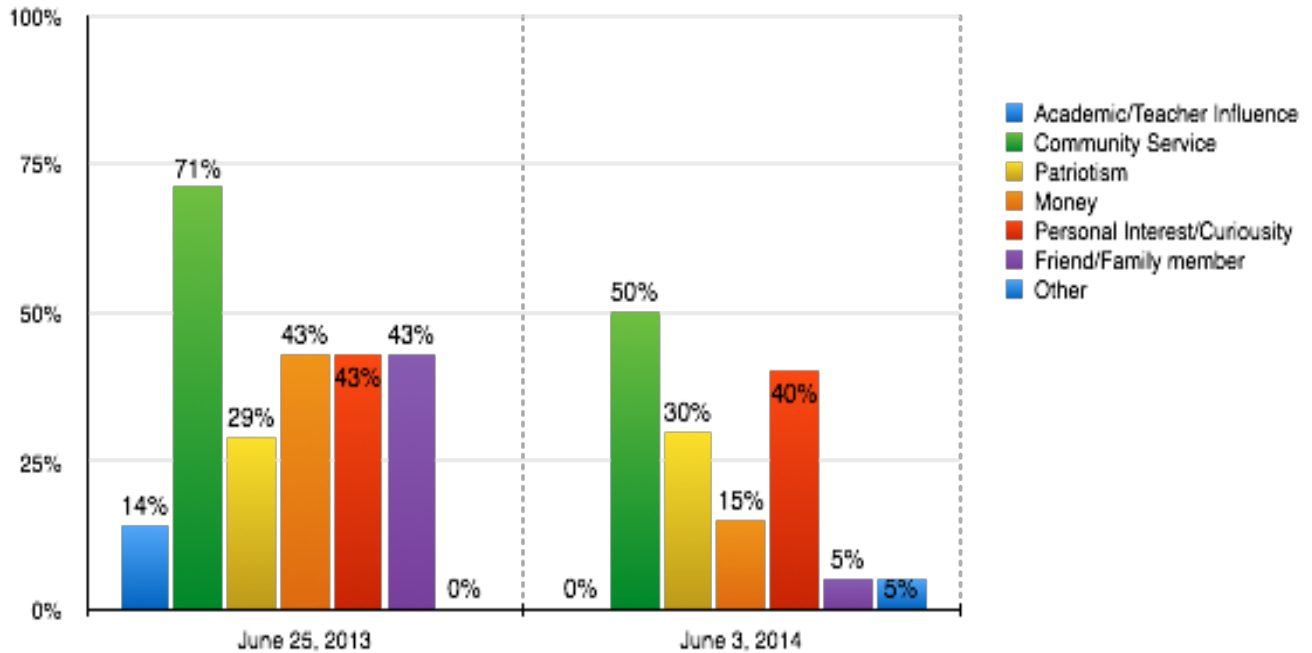


The 2013 and 2014 A-Team Member Surveys asked respondents to share their motivation for serving. Though there was a decrease of 21 percentage points from 2013, community service was the most reported motivation in 2014 at 50%. Personal interest and patriotism received similar response rates in 2014 and 2013; however, in 2014 there was a significant decrease in respondents reporting academic influence, money, and friends or family as primary motivations for serving. While it is interesting to compare the responses from 2013 to 2014, it is difficult to draw conclusions based on the fact that the elections were very different in scope and size. In contrast to the 2014 Statewide Primary Election, the 2013 Special Election was limited to the City of Cypress, which required the service of just 12 A-Team members.

Chart #66 provides a comparison of responses from A-Team members regarding their primary motivation for serving in the last two elections.

# June 3, 2014 A-Team Member Survey

Chart #66: Motivation for Serving as an A-Team Member

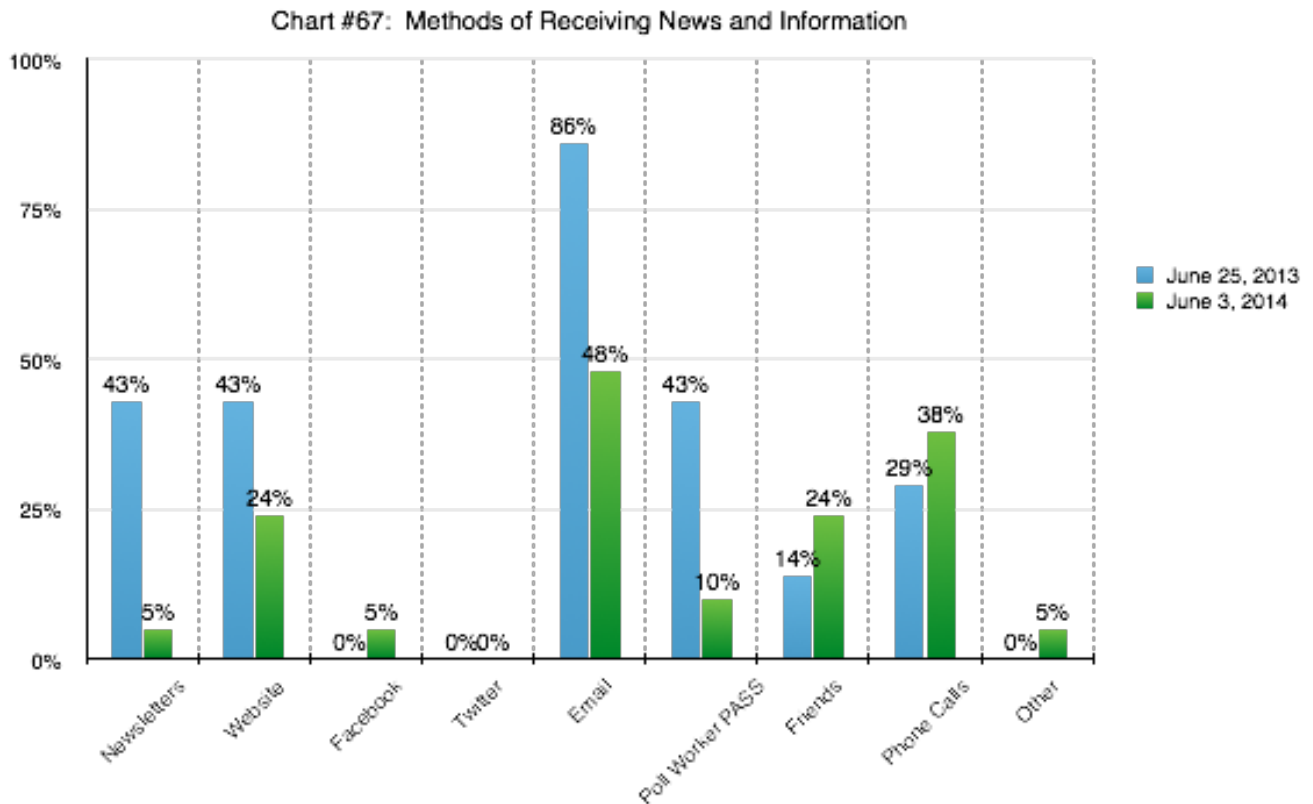


## Communication

The A-Team Survey results reveal that email was the most selected response at 48% for methods of staying informed and communicating with the office. Chart #67 on the following page shows that, unlike in 2013 when the Poll Worker PASS program, Registrar of Voters website and newsletters all tied for second behind email, in 2014 phone calls were the second most selected means of communication by A-Team members at 38%. Respondents reported utilizing newsletters, the Registrar of Voters website, and Poll Worker PASS much less in 2014 when compared to the previous year. While 2013 and 2014 were consistent in that Twitter was

## June 3, 2014 A-Team Member Survey

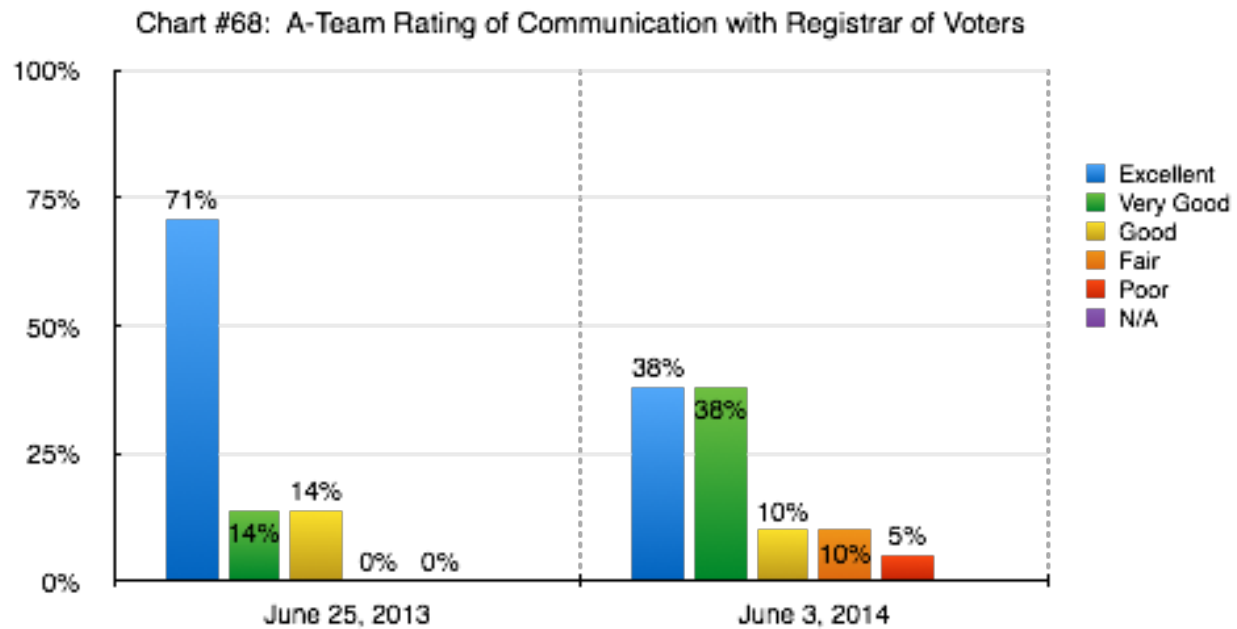
not highly utilized by survey respondents as a method of staying informed, the use of Facebook slightly increased during that time period from zero to five percent.



Survey respondents were also asked to rate the level of communication with the Registrar of Voters, and 76% of respondents described the communication as excellent or very good. This is a nine percentage point decrease from 2013 when 85% described communication as excellent (71%) or very good (14%). However, as previously mentioned, such a decrease is not unexpected when comparing a statewide election to a special election conducted in just one city. A more proportional comparison will come from analyzing the 2014 Primary Election data against that yielded from the 2014 General Election.

## June 3, 2014 A-Team Member Survey

Chart #68 below reveals that ten percent described communication as good or fair respectively, and only five percent reported communication was poor.



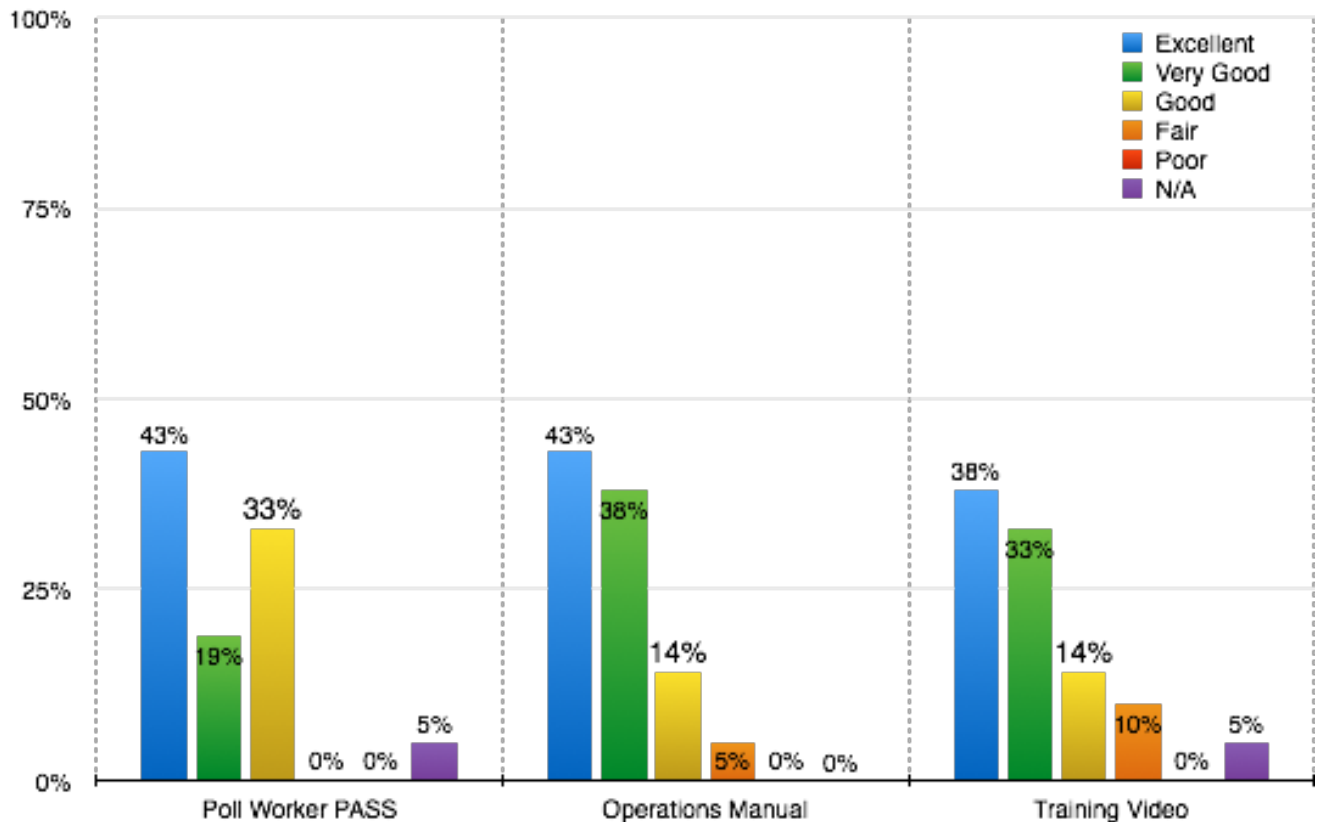
### Preparation and Organization

To assess the level of training and preparation provided to A-Team members, they were asked to rate the quality of the Poll Worker PASS program, the Polling Place Operations Manual, and the Poll Worker Training Video on a scale from excellent to poor. In 2013, the seven A-Team Survey respondents rated all three components of training as excellent (71%) or very good (29%). In 2014, the highest level of satisfaction reported was in regard to the quality of the Operations Manual with 81% describing it as excellent or very good. The Training Video was rated as excellent or very good by 71% of respondents, while the Poll Worker PASS program was similarly rated by 62% of respondents.

## June 3, 2014 A-Team Member Survey

Chart #69 illustrates that, in comparison to the Operations Manual and Training Video, the Poll Worker PASS program received the highest percentage of respondents rating the program as good, at 33%. Further, the program received no responses of fair or poor, while five percent described the Operations Manual as fair and ten percent rated the Training Video as fair. No respondents gave a rating of poor to any of the areas included in Chart #69.

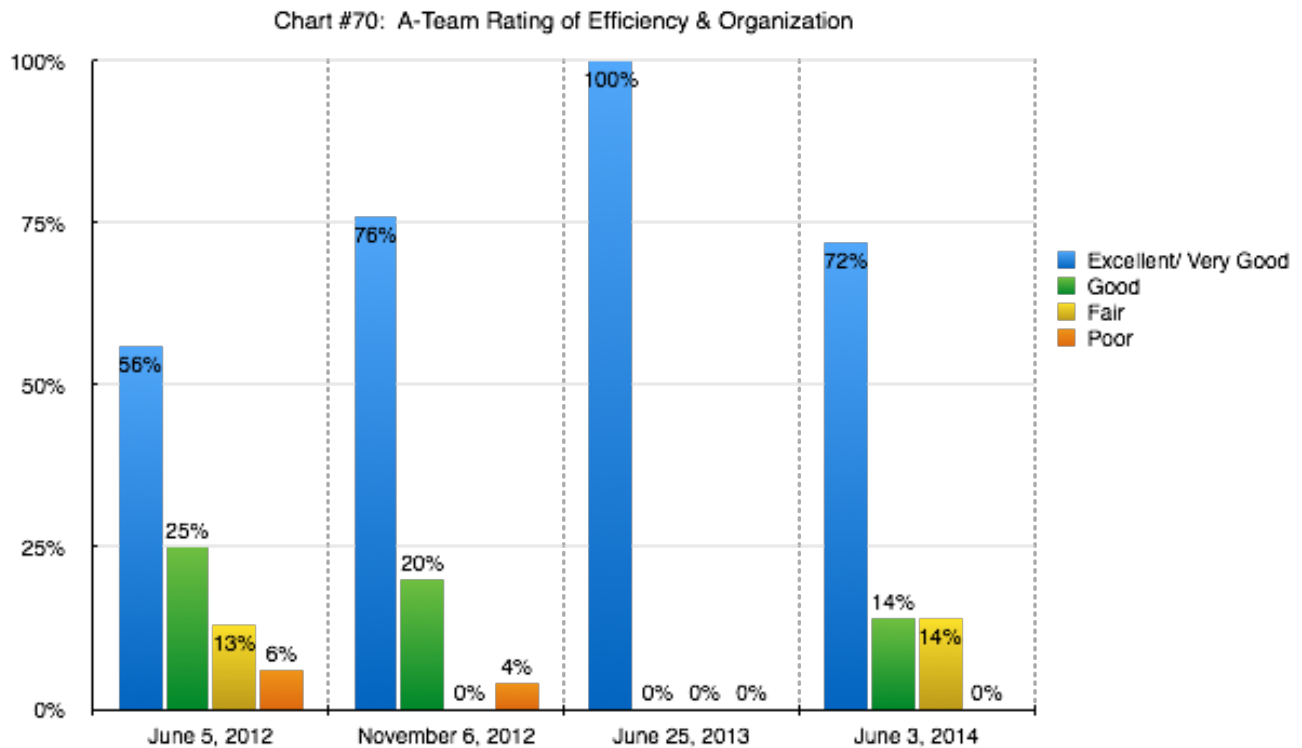
Chart #69: Comparison of A-Team Member Ratings of Poll Worker PASS, the Polling Place Operations Manual, and the Poll Worker Training Video



## June 3, 2014 A-Team Member Survey

A-Team members were additionally asked to rate the efficiency and organization of their deployment on Election Day. Respondents rating the level of organization and efficiency of their deployment as excellent or very good totaled 72%, just four percentage points lower than the 2012 General Election and a substantial 16 percentage points higher than the 2012 Primary Election.

Chart #70 below shows that, unlike both statewide elections in 2012, no one reported a rating of poor in 2014. Ratings of good and fair were respectively reported by 14% of respondents.



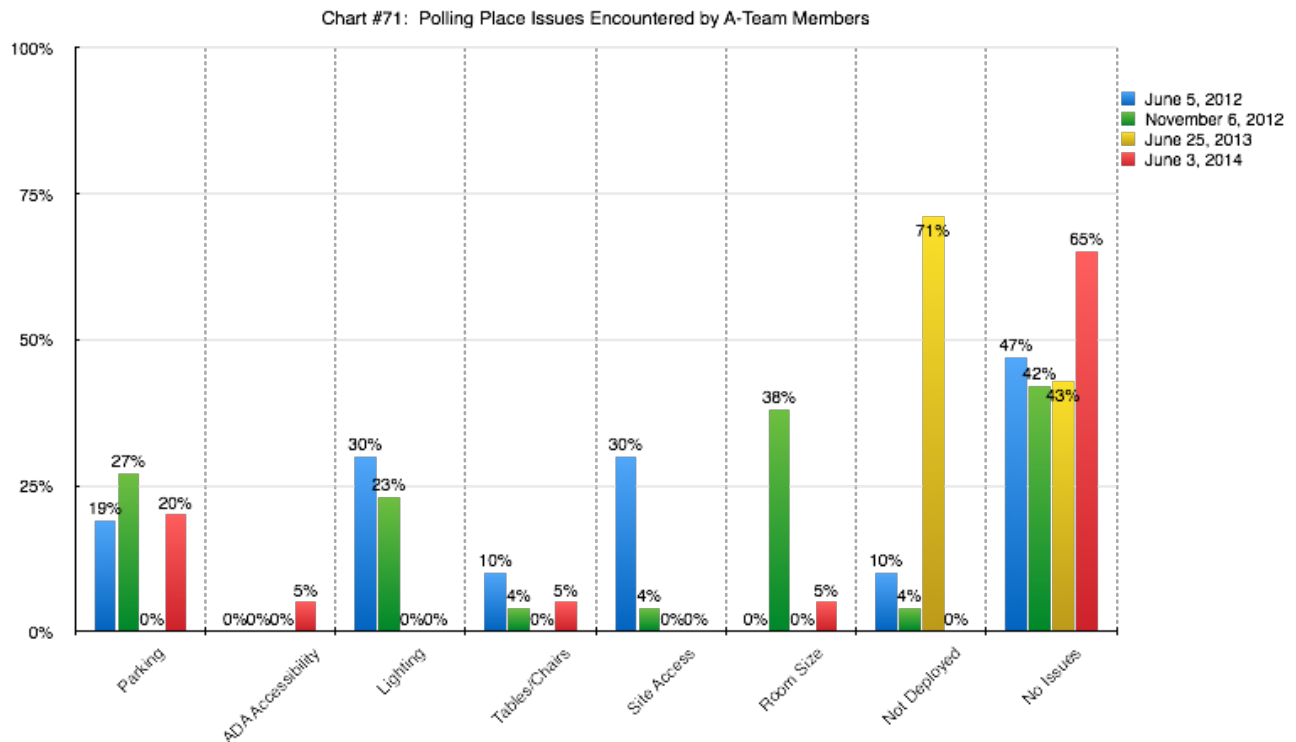


# June 3, 2014 A-Team Member Survey

## Election Day Experience

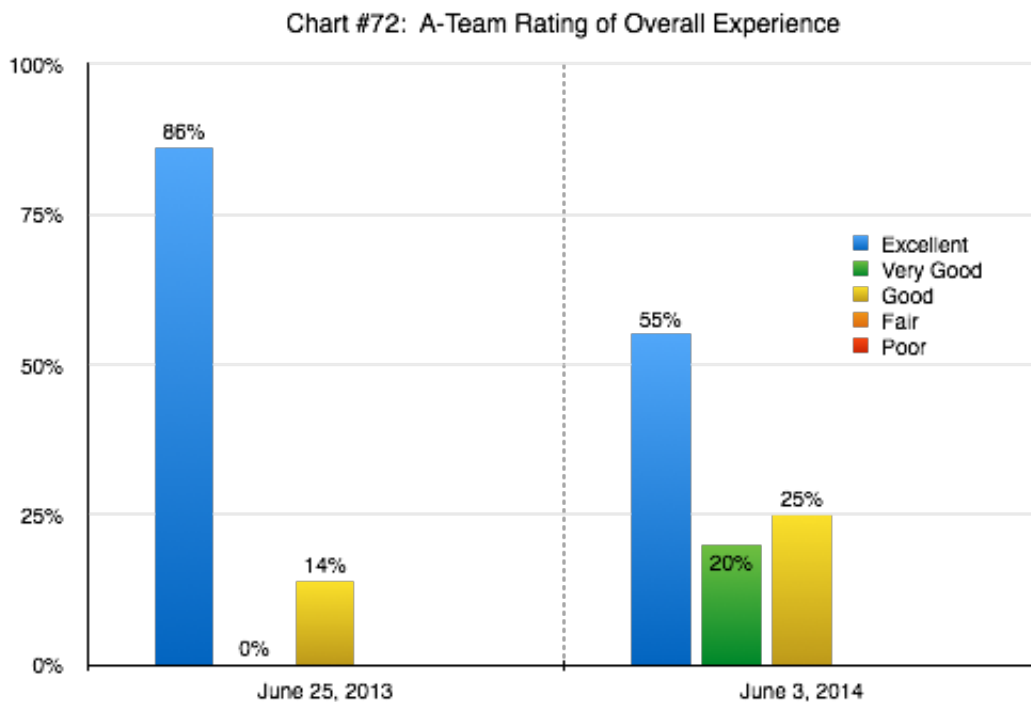
A-Team Members are surveyed on several areas impacting their experience serving in this election, including issues encountered and the quality of service provided by the Registrar of Voters office. With the exception of 2013, when the majority of A-Team members reported that they had not been deployed, 2014 survey results were consistent with those from elections dating back to 2012. The response most selected by A-Team members was that they experienced no issues at their assigned polling place (65%), which is significantly higher than both 2012 statewide elections.

Chart #71 shows that of the issues encountered this year, the most frequently reported was parking at 20%. Issues with room size, tables and chairs, and ADA accessibility were reported respectively by 5% of respondents. While room size and the lack of tables and chairs were also issues identified by A-Team members in prior elections, ADA accessibility had not previously been reported as an issue prior to 2014. While not highly reported as an issue, the Registrar of Voters will continue to strive to ensure that all polling places are accessible to disabled voters



## June 3, 2014 A-Team Member Survey

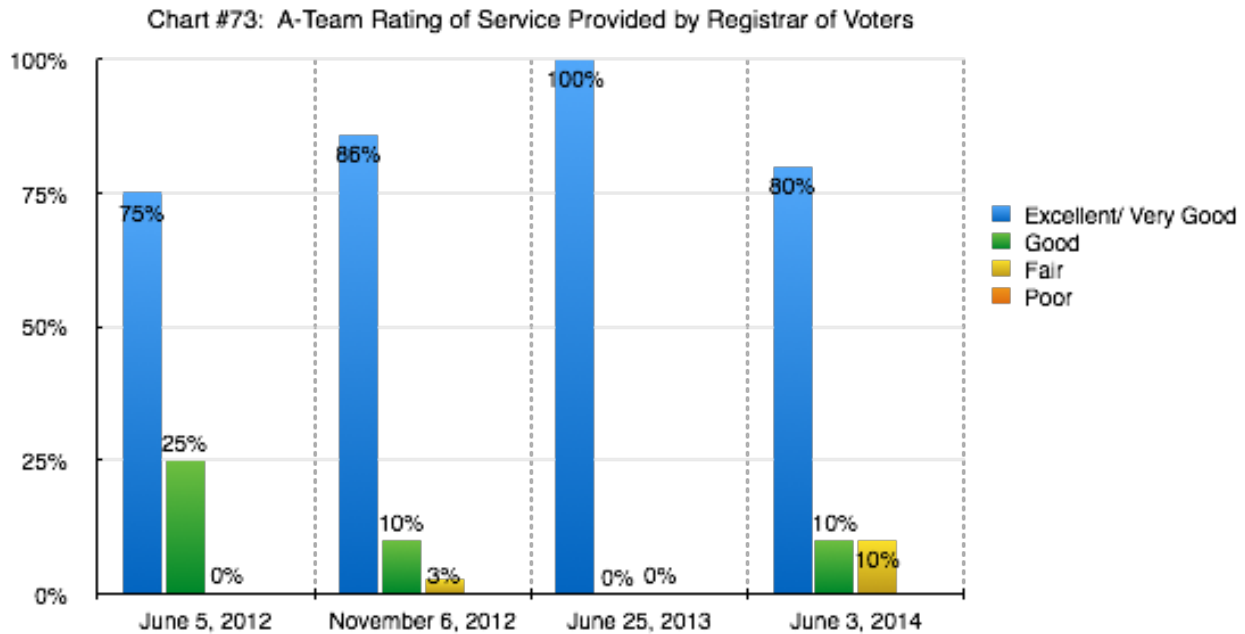
In regard to their overall experience serving in this election, 75% of A-Team members described the experience as excellent (55%) or very good (20%), and 25% rated the experience as good. Chart #72 below reveals that this election saw a decrease of respondents rating the experience as excellent or very good from 2013 (86%). The 11 percentage point difference was accounted for by the increase in the percentage of respondents rating the experience as good; as in 2013, no respondents rated the experience as fair or poor.



A-Team members largely described the quality of service they received from the Registrar of Voters office as excellent or very good. As seen in Chart #73 on the following page, only ten percent rated the quality of service as fair, while no one gave a rating of poor. Another ten percent rated the level of service provided as good with the remaining 80% describing it as excellent or very good. These results are consistent with those from both statewide elections in

## June 3, 2014 A-Team Member Survey

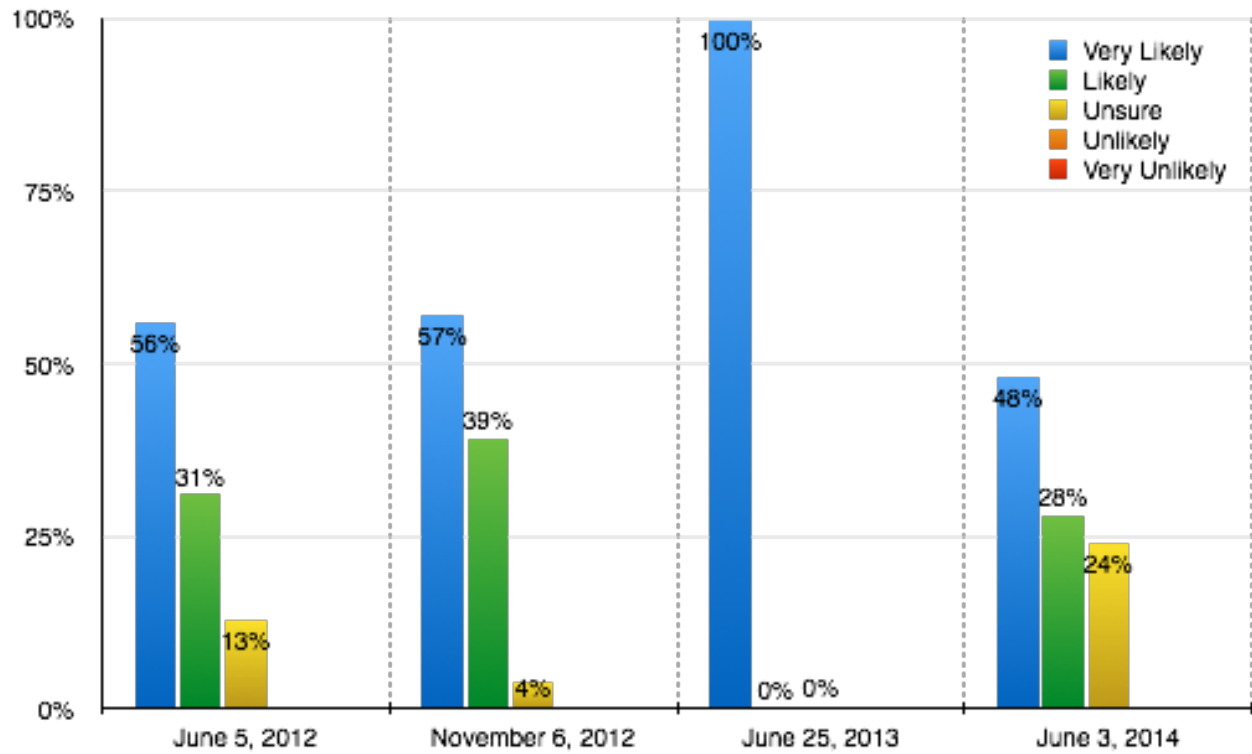
2012, though 2014 saw a slight increase in respondents rating the service as fair.



The likelihood that A-Team Survey respondents are to serve in a future election is illustrated in Chart #74 on the following page. While 24% reported that they are unsure if they would serve in a future election, 76% of A-Team members claimed that they were likely or very likely to serve again. These results are very positive, though there was an 11% to 20% increase in responses of unsure from the prior two statewide elections. As A-Team members play a critical role on Election Day, the Registrar of Voters office will not only increase recruitment efforts, but will also continue to improve the methods of training and communication in order to increase retention.

# June 3, 2014 A-Team Member Survey

Chart #74: Likelihood of Serving in a Future Election as an A-Team Member



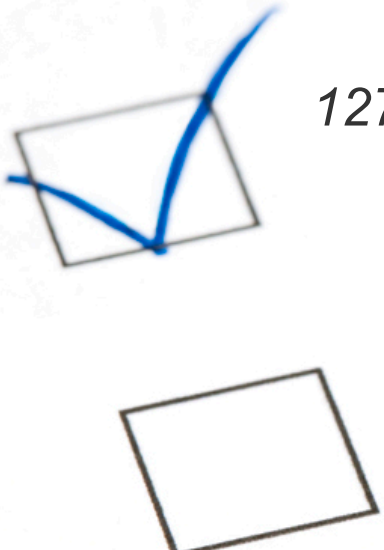


# Collection Center Survey

*33 Collection Centers*

*7 Questions*

*127 Survey Responses*



## *June 3, 2014 Collection Center Survey*

### **Overview**

After closing the polls on Election Night, Inspectors return the ballots cast and all other items contained in the supply box to a designated Collection Center. Once all supplies have been delivered to a Collection Center and accounted for, poll workers have officially completed all of their duties and returned all ballots and supplies to the care of the Registrar of Voters. For the 2014 Statewide Primary Election, the department utilized 33 Collection Centers throughout Orange County. These centers are staffed with volunteers who serve as Collection Center Workers on Election Night. Under the direction of a Collection Center Supervisor, these volunteers assist with traffic control, supply box and equipment movement, communications, and documenting information.

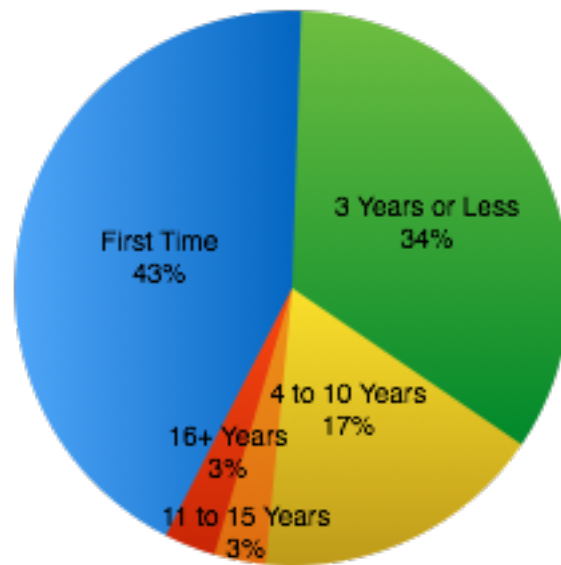
For the 2014 Statewide Primary Election, the Registrar of Voters recruited 33 Collection Center Supervisors to oversee 250 Collection Center Workers. The Collection Center Survey was created in order to obtain feedback from volunteers about the quality of training and service provided by the Registrar of Voters, as well as issues any issues encountered at their assigned Collection Center. At the end of their service on Election Night, Collection Center Workers are provided the seven-question survey; 127 of the 283 Collection Center volunteers completed and submitted the survey for a response rate of 49%.

Similar to the results from the previously discussed Poll Worker Survey, first time volunteers made up the largest cohort of survey respondents at 43%. However, unlike the Poll Worker Survey results, the second largest group of respondents consisted of volunteers with one to three years of experience at 34%, followed by volunteers with four to ten years of prior experience as a poll worker at 17%.

Chart #75 on the following page provides a detailed breakdown of the prior experience serving as poll workers in Orange County of survey respondents.

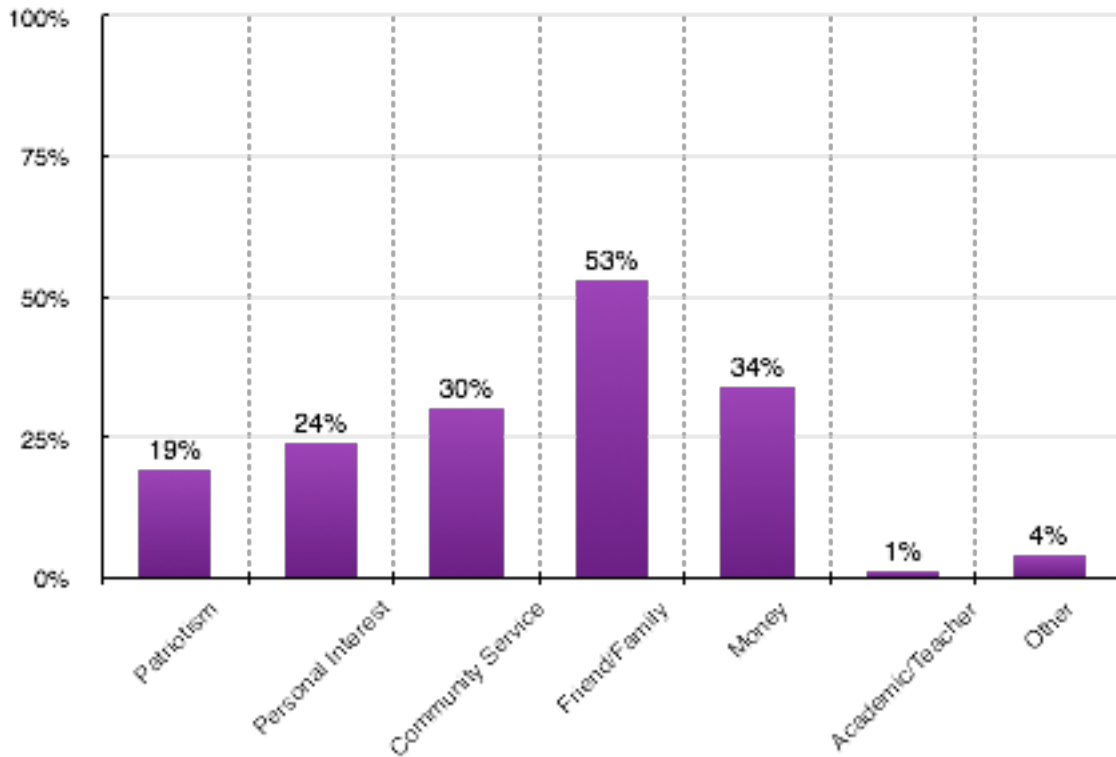
## June 3, 2014 Collection Center Survey

Chart #75: Length of Service as a Poll Worker in Orange County



As the case with the prior surveys analyzed herein, Collection Center Workers and Supervisors were asked about their motivation for serving on Election Night. Unlike other volunteer positions, the most reported motivation was the influence of a friend or family member at 53%, followed by money at 34%. Community service, which was consistently the highest reported motivator in other surveys, placed third in this survey at 30%. A complete breakdown of survey responses regarding motivation to serve is provided in Chart #76 on the following page.

Chart #76: Motivation for Serving as a Collection Center Worker

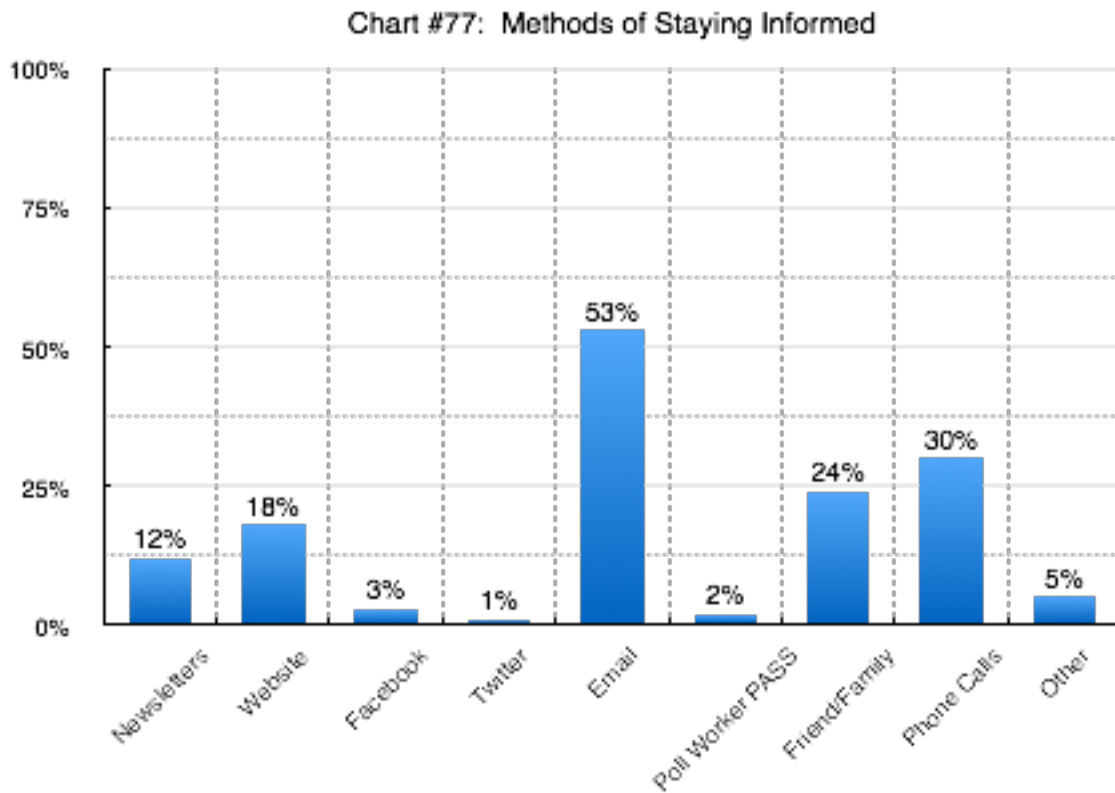


## Communication and Preparation

All volunteers are provided a variety of methods for staying abreast of Registrar of Voters news and Election Day and Night updates. Like the previous question, Collection Center Workers are permitted to choose multiple options when responding to how they prefer to stay informed, as shown in Chart #77 on the next page.



## June 3, 2014 Collection Center Survey



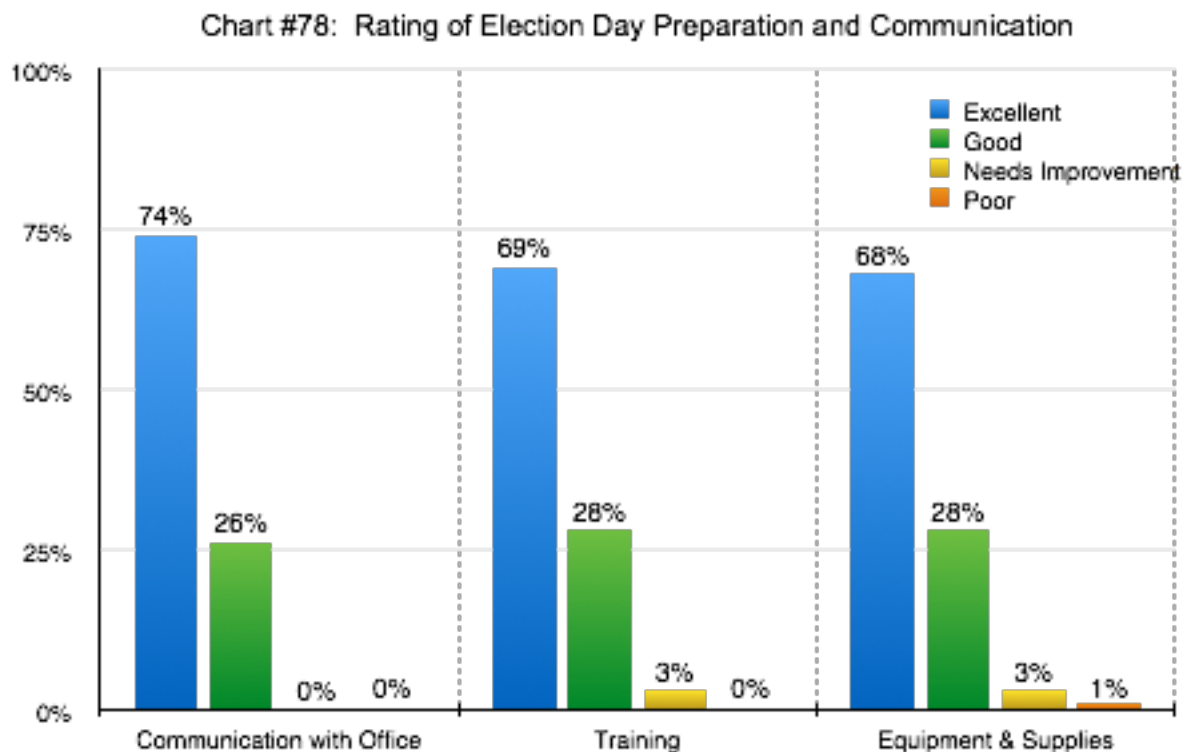
Consistent with the results from the Poll Worker Survey, the most selected methods of staying informed included email, with 45% of responses, and phone calls, with 30% of responses. Additionally, survey respondents relied on social media platforms the least with Facebook garnering three percent of responses and Twitter one percent. However, friends and family were selected at a much higher rate in this survey, at 24% compared to five percent reported in the Poll Worker Survey. The increased reliance on friends and family for staying informed is consistent with the substantial increase in respondents reporting that friends and family were primary motivators for serving in the election.

Survey respondents were asked to rate the quality of training and supplies provided by the Registrar of Voters, as well as the level of communication with the office, utilizing a scale of excellent to poor. As shown in Chart #78, the Registrar of Voters earned high scores across the

## June 3, 2014 Collection Center Survey

board. The highest rated area was the level of communication with the office, as all respondents reported it was excellent (74%) or good (26%).

In regard to the level of training and preparation received for their Collection Center assignment, only three percent reported needs improvement, as 97% described the quality as excellent (69%) or good (28%). The only area receiving a rating of poor was in regard to equipment and supplies provided. While one percent selected poor, and three percent chose needs improvement, 96% described the quality of equipment and supplies as excellent (68%) and good (28%) as shown in Chart #78 below.

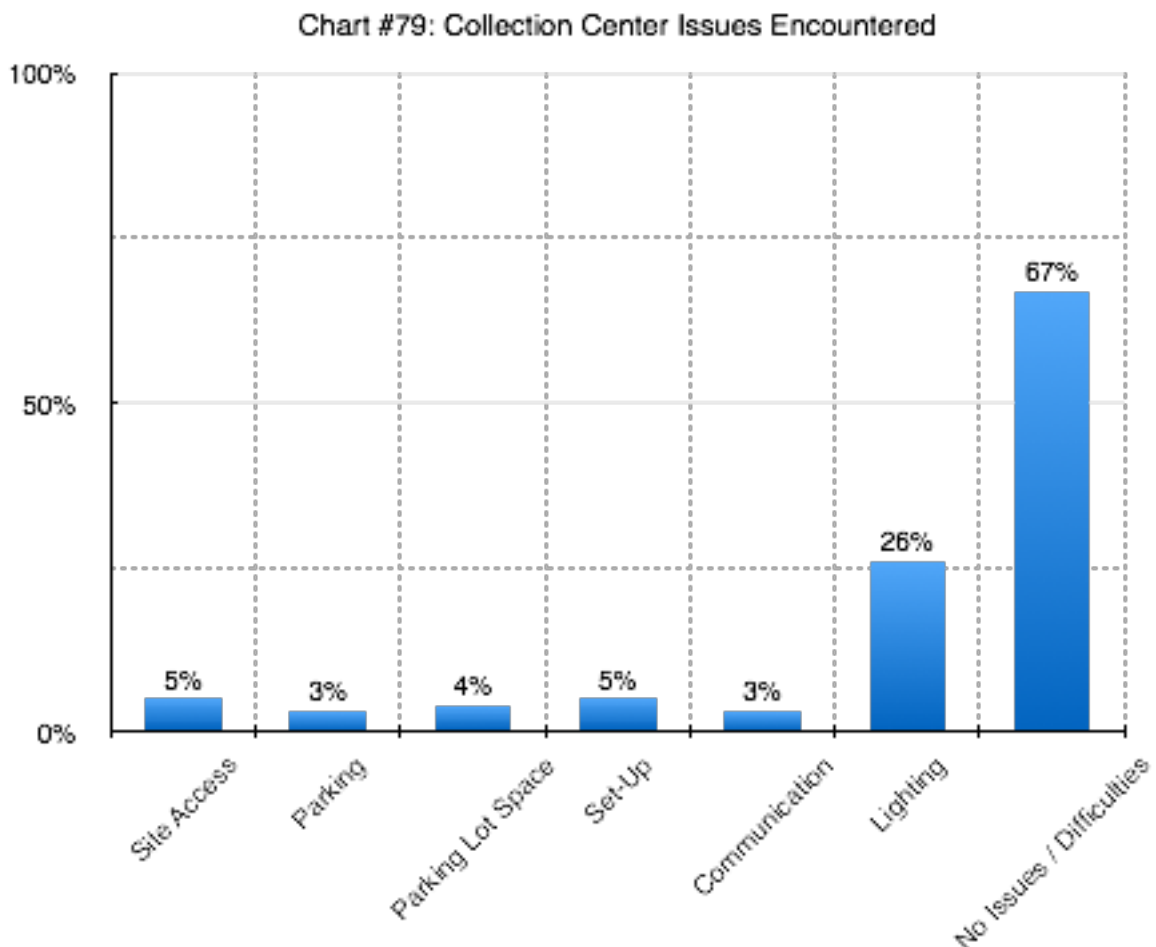


## June 3, 2014 Collection Center Survey

### Overall Satisfaction

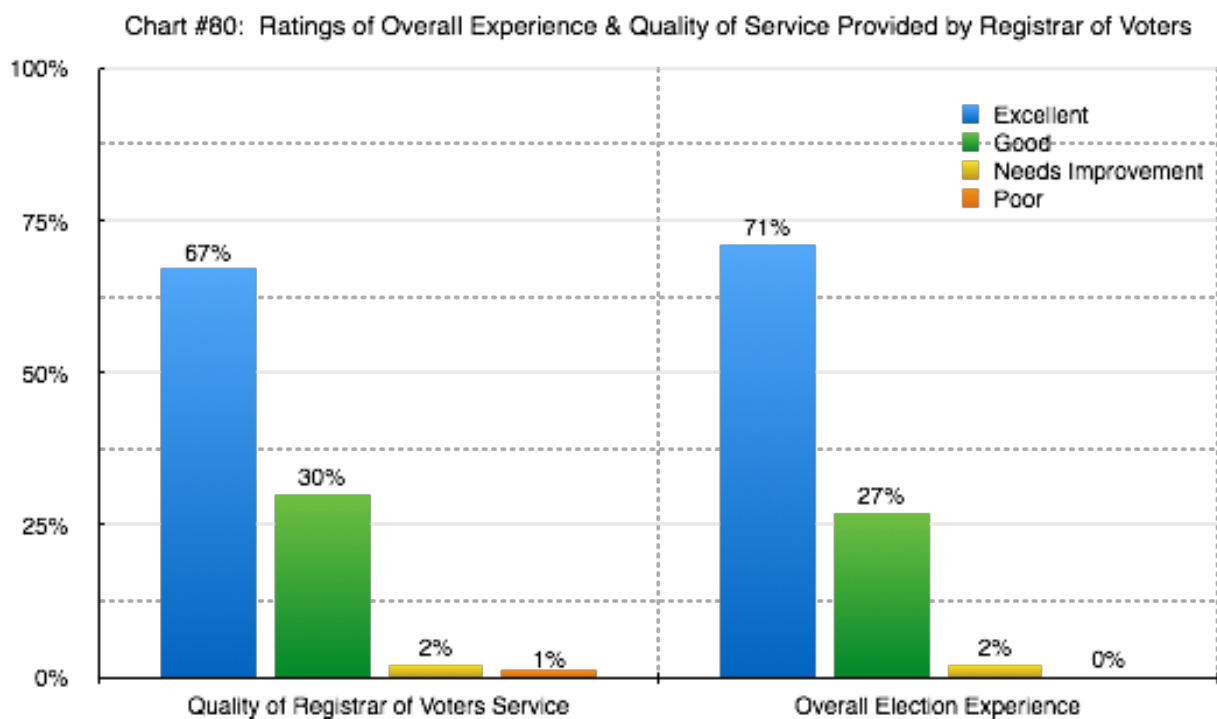
In order to ascertain the overall level of satisfaction experienced by Collection Center Workers volunteering on Election Night, the survey inquires about issues encountered at the assigned Collection Center, the level of service provided, and the likelihood of future service.

The majority of survey respondents (67%) indicated that they had no issues or difficulties at their Collection Center. Of the issues encountered, lighting was the most reported at 26%, as depicted in Chart #79 below. The response rate for the remaining five issues was five percent or less, with parking and communication the lowest reported issues at three percent respectively.



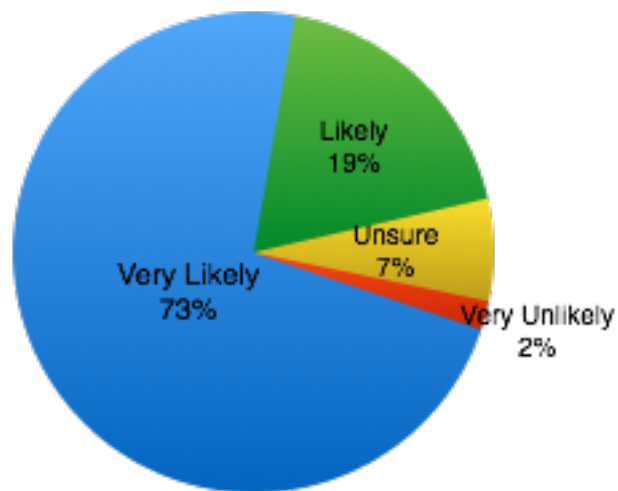
## June 3, 2014 Collection Center Survey

Ratings given by Collection Center Workers for the quality of service provided by the Registrar of Voters office and their overall experience serving in this election were high, as 97% and 98% respectively gave ratings of excellent or good. The comparison provided in Chart #80 below shows that the response rates for overall experience and service provided closely mirrored each other.



These positive ratings undoubtedly contributed to 92% of respondents reporting that it was very likely (73%) or likely (19%) that they would serve in a future election. As detailed in Chart #81 on the following page, seven percent of the remaining respondents were unsure if they would serve in the future, while no one reported it was unlikely and two percent reported it was very unlikely.

Chart #81: Likelihood of Serving in a Future Election



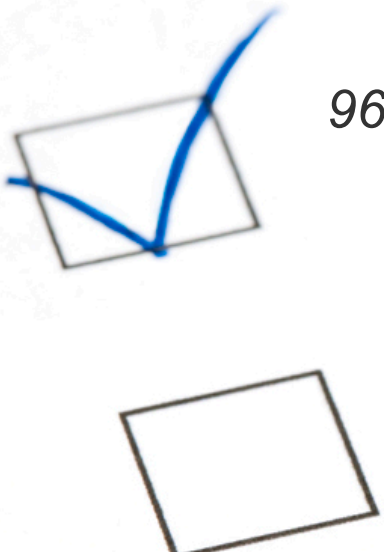


# Candidate Filing Survey

*163 Candidates*

*8 Questions*

*96 Survey Responses*



## *June 3, 2014 Candidate Filing Survey*

### **Overview**

The Candidate Filing Survey was introduced in the June 5, 2012 Primary Election. The survey was developed to assess the service provided by the Registrar of Voters office to candidates filing for office. Candidates are able to complete the entire process in person at the Registrar of Voters office, or alternatively they can begin the filing process online and complete the final steps in person at the Registrar of Voters. Prior to the conclusion of the candidate filing process, each candidate received a survey to obtain feedback regarding the candidate filing process, both online and in person.

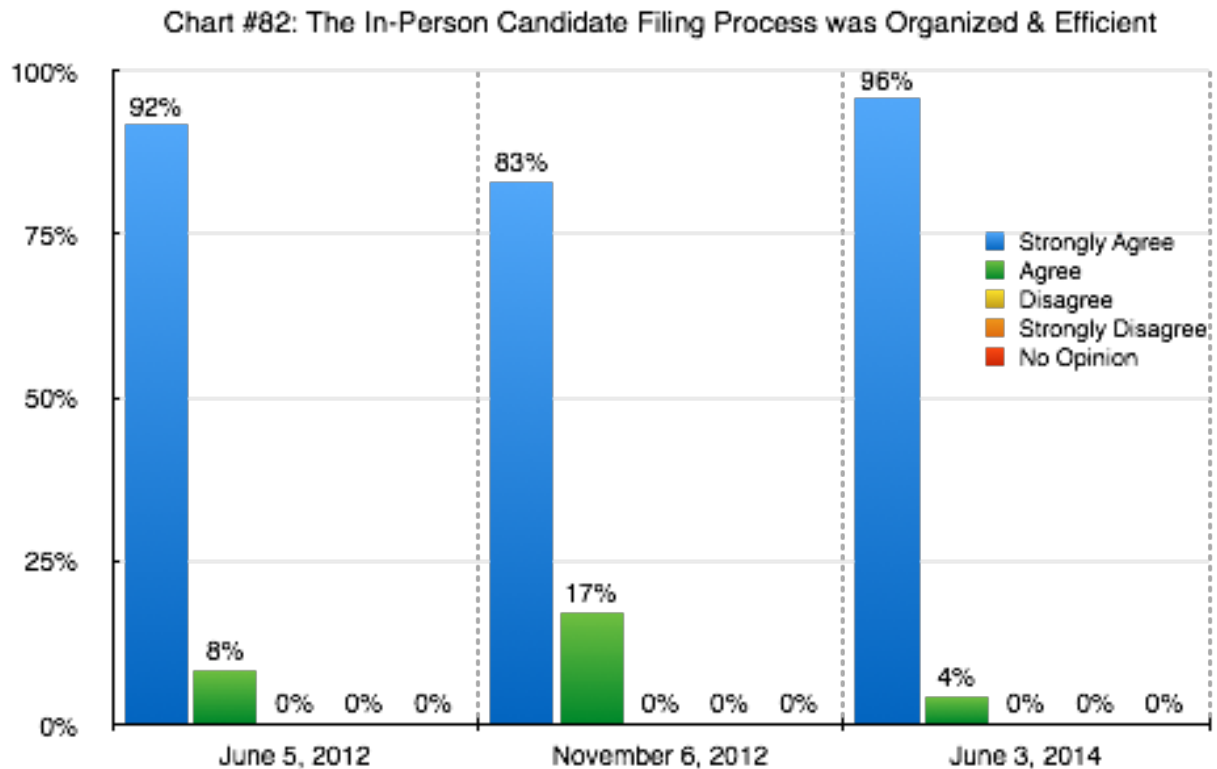
The Registrar of Voters office strives to provide an outstanding level of customer service to all candidates running for office, whether they are running for a high profile office such as Governor or Congressional Representative, or a local office such as Member of the Orange County Board of Education. A wide variety of offices were on the ballot for the 2014 Statewide Primary Election including: seven federal congressional districts, ten state congressional districts, eight state constitutional offices, four judicial offices of the Superior Court, and 12 county offices. With over 41 offices on the ballot, the Registrar of Voters office assisted 163 candidates navigate the filing process, with the goal of making the process easier to understand and less time consuming for candidates. In order to evaluate the level of service provided, the Candidate Filing Survey solicited input regarding the efficiency of the process, professionalism of staff, and overall quality of service provided by the Registrar of Voters.

The Registrar of Voters office received 96 surveys for a response rate of 59%. Of the 96 surveys completed, 92 candidates (96%) completed the process in person and four candidates completed the initial part of the process online.

### **Candidate Experience**

Candidates were asked to rate the level of organization and efficiency of the filing process. All 92 candidates who completed the process in person at the Registrar of Voters office agreed or strongly agreed that the process was organized and efficient. Chart #82 on the following page depicts the ratings across all response categories, and the 96% response rate for strongly agree is the highest since the survey was first introduced in 2012, up four percentage points from the Primary Election that year.

## June 3, 2014 Candidate Filing Survey

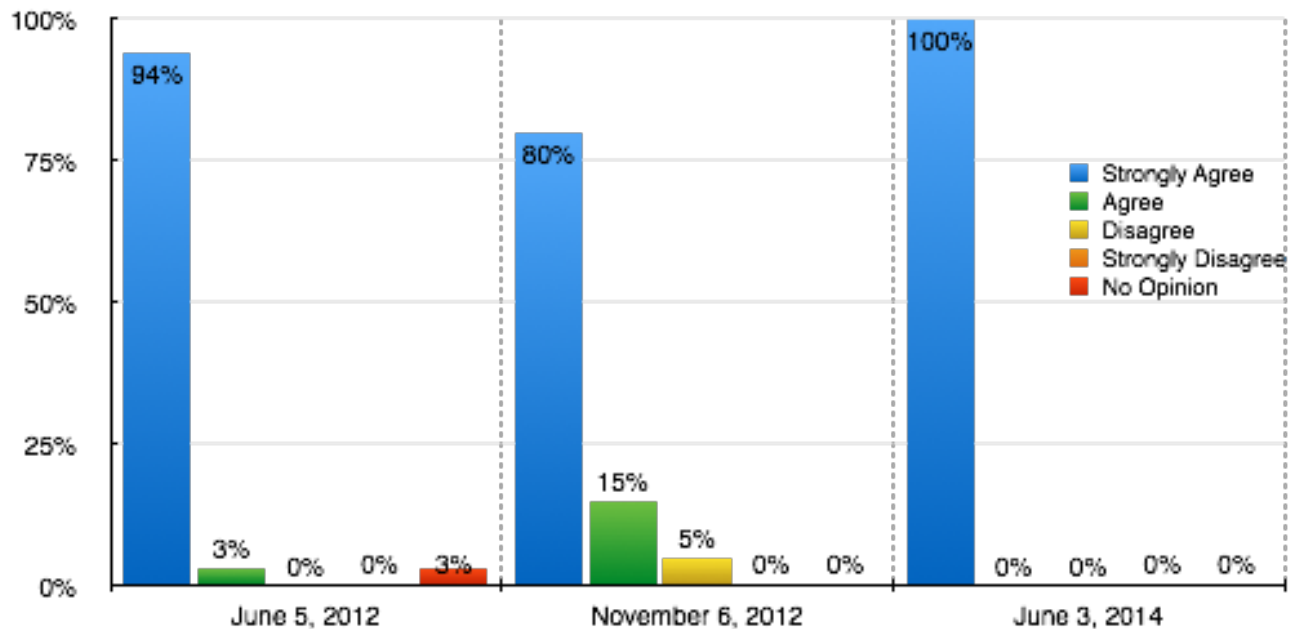


Of the four candidates who also used the online filing process, 100% strongly agreed that the process was organized and efficient. Chart #83 on the following page shows that this is a six percentage point increase from the 2012 Primary Election and a considerable 20% point difference from the 2012 General Election when an increased number of respondents (15%) agreed with the statement and five percent disagreed.



## June 3, 2014 Candidate Filing Survey

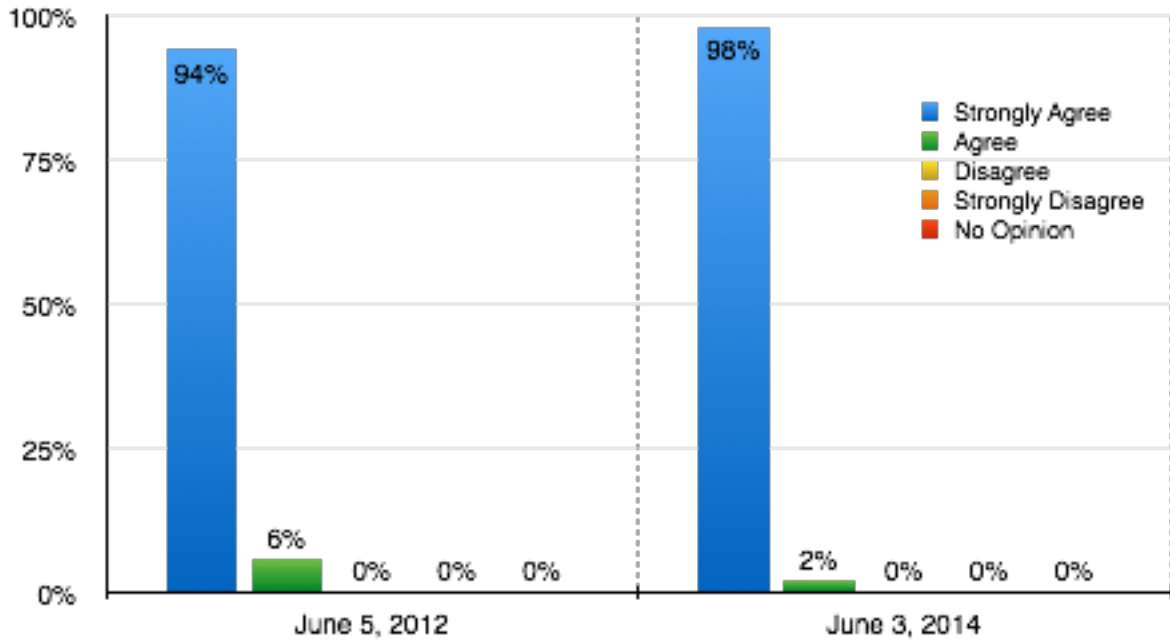
Chart #83: The Online Candidate Filing Process was Organized & Efficient



The survey asked candidates about the quality of their interaction with Registrar of Voters staff. Survey respondents who completed the entire filing process in person were asked to rate staff on their knowledge of the process and level of professionalism respectively. 98% of the respondents strongly agreed that the Registrar of Voters staff was knowledgeable of the candidate filing process, while only two percent agreed. Compared to the 2012 Primary Election, the 2014 Primary saw a shift of four percent from the agree response category to the strongly agree category as displayed in Chart #84 on the next page.

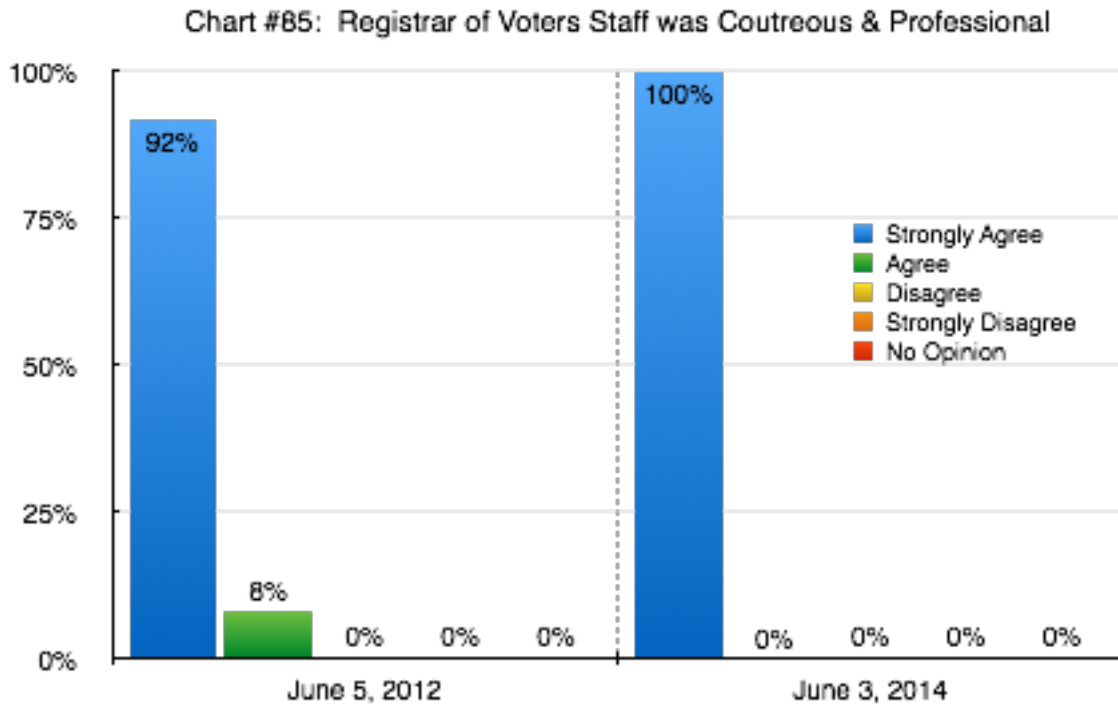
## June 3, 2014 Candidate Filing Survey

Chart #84: Staff was Knowledgeable in Explaining the Process



In regard to professionalism and courteousness, 100% of respondents strongly agreed that the Registrar of Voters staff acted in a courteous and professional manner. This is an eight percent increase from 2012 when 92% of respondents strongly agreed with this statement and the remaining eight percent agreed. As shown in Chart #85 on the following page, no respondents expressed any level of disagreement with the statement in 2012 or 2014.

## June 3, 2014 Candidate Filing Survey

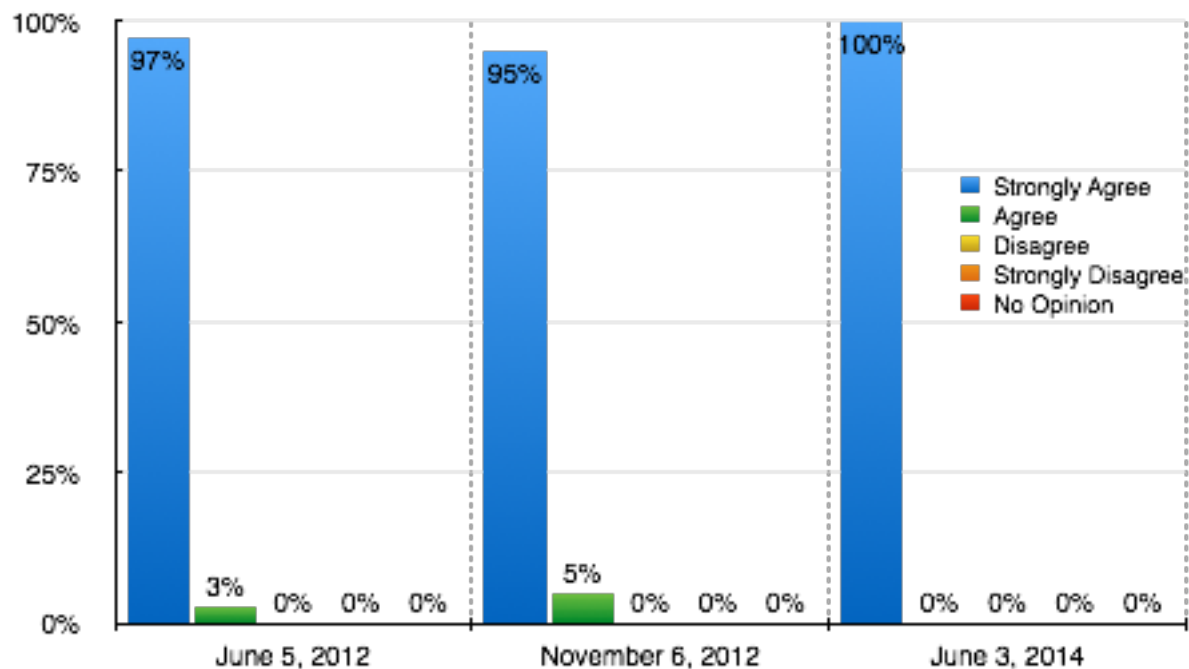


Both Charts #84 and 85 compare 2014 Primary Election survey results against the 2012 Primary Election survey results. The 2012 General Election data is not included in the two graphs as it combined the knowledge and courteousness exhibited by staff into one question. In that election, 93% strongly agreed that staff was knowledgeable and courteous, seven percent agreed, and no one disagreed or reported no opinion.

Candidates completing part of the filing process online were also asked about the knowledge and courteousness demonstrated by Registrar of Voters staff. However, unlike the in-person survey, both attributes were included in one question and not broken out into two respective questions. Chart #86 on the following page shows that all four respondents completing the survey regarding the online filing process strongly agreed that staff was knowledgeable and courteous in explaining the candidate filing system; this is an improvement of three and five percentage points respectively from the 2012 Primary and General Elections.

## June 3, 2014 Candidate Filing Survey

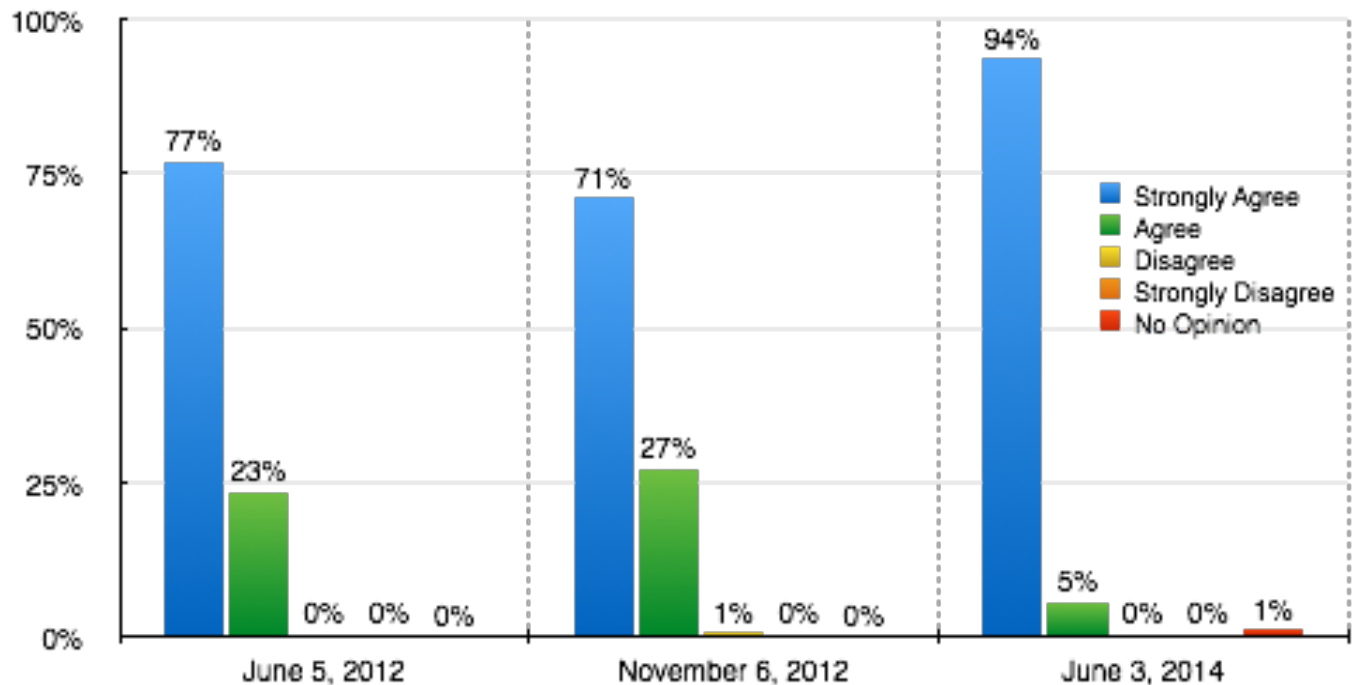
Chart #86: Registrar of Voters Staff was Knowledgeable & Courteous



Next, candidates were surveyed regarding the reasonableness of wait time for service provided both in-person at the Registrar of Voters or via email. 94% of respondents who completed the entire process in person strongly agreed that the wait time was efficiently managed. This response rate was significantly higher than both 2012 elections. Of the remaining six percent of respondents, five agreed that the wait time was efficiently managed and one percent reported having no opinion. Like all previous survey questions, there were no respondents reporting any level of disagreement with the statement regarding the efficient management of wait time by Registrar of Voters staff as revealed by Chart #87 on the following page.

## June 3, 2014 Candidate Filing Survey

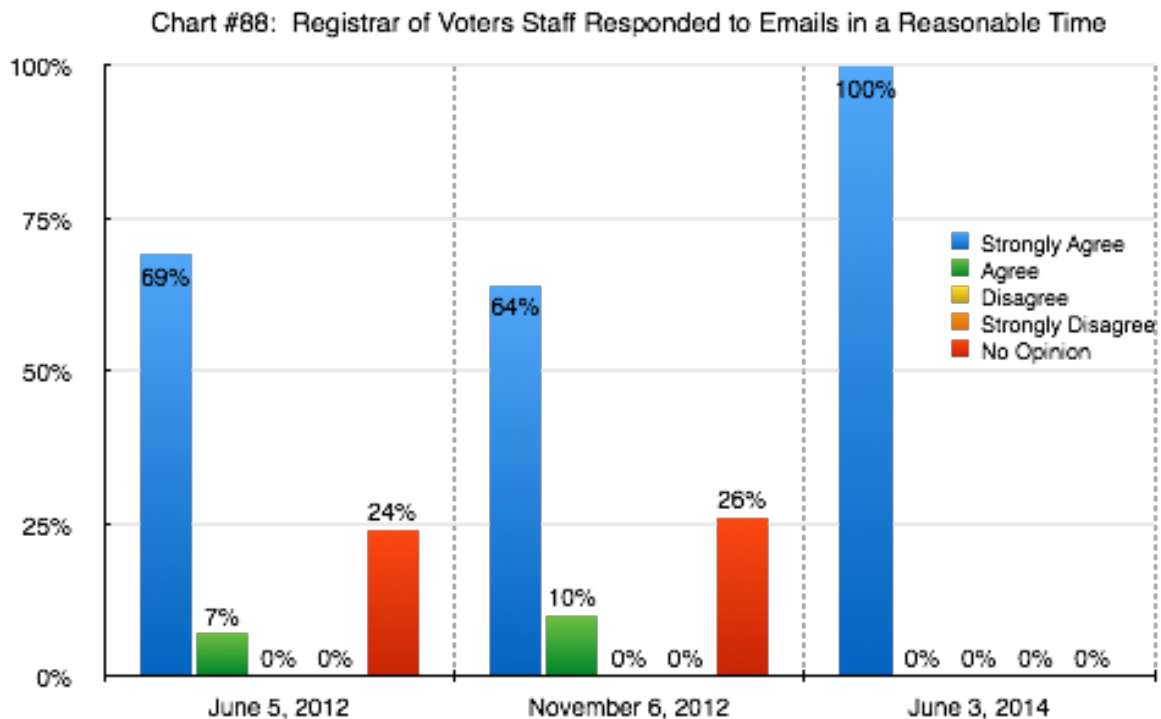
Chart #87: Candidate Wait Time was Efficiently Managed



Candidates who began the filing process online indicated an extremely high level of satisfaction with the response time to their emails. All respondents strongly agreed that the response time was reasonable. Since the implementation of this survey, there has been no reported disagreement with the statement that the response time was reasonable; however, in 2012 there was a higher rate of respondents in agreement (as opposed to strong agreement) and a significantly higher rate of no opinion responses as shown by Chart #88 on the following page.

The higher rates of no opinion reported in 2012 reflected a higher percentage of candidates who opted not to communicate with the office via email. The responses from candidates in this election cycle indicate that all used email as a means of communication with the office, and all were extremely satisfied with the response time from Registrar of Voters staff.

## June 3, 2014 Candidate Filing Survey



A new question was added to the 2014 Candidate Filing Survey to determine if candidates felt they were provided adequate information to complete each step of the filing process.

Candidates completing the entire process in person reported receiving the information needed to complete the process, with 97% expressing strong agreement and three percent expressing agreement. Strong agreement with the statement that adequate information was provided was reported by 100% of candidates who participated in online candidate filing.

Lastly, all candidates were asked to rate the overall quality of service provided by the Registrar of Voters office on a scale ranging from excellent to poor. All respondents described the quality of service as excellent or very good. Only two percent of candidates who completed the entire process in person described the quality of service as very good, while 98% reported it was excellent. Candidates filing online remained consistent throughout the survey, as 100% described the quality of service as excellent.

Charts #89 and 90 below compare the responses from the 2014 Primary Election to those from both the 2012 Primary and General Elections regarding the overall quality of service provided by the Registrar of Voters to candidates filing both in-person and online.

# June 3, 2014 Candidate Filing Survey

Chart #89: Overall Quality of Registrar of Voters Service (In-Person)

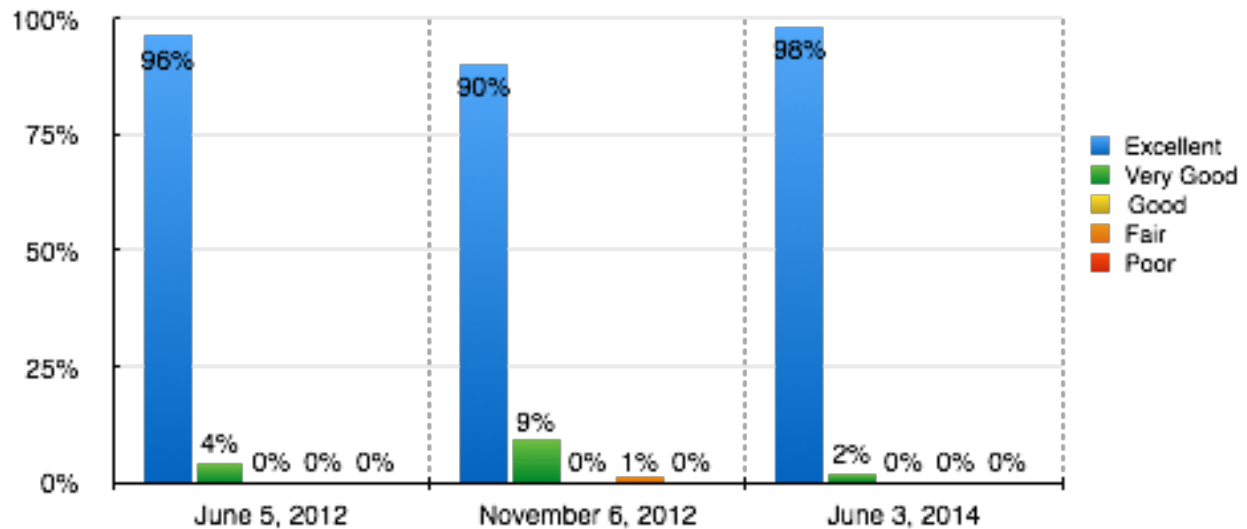
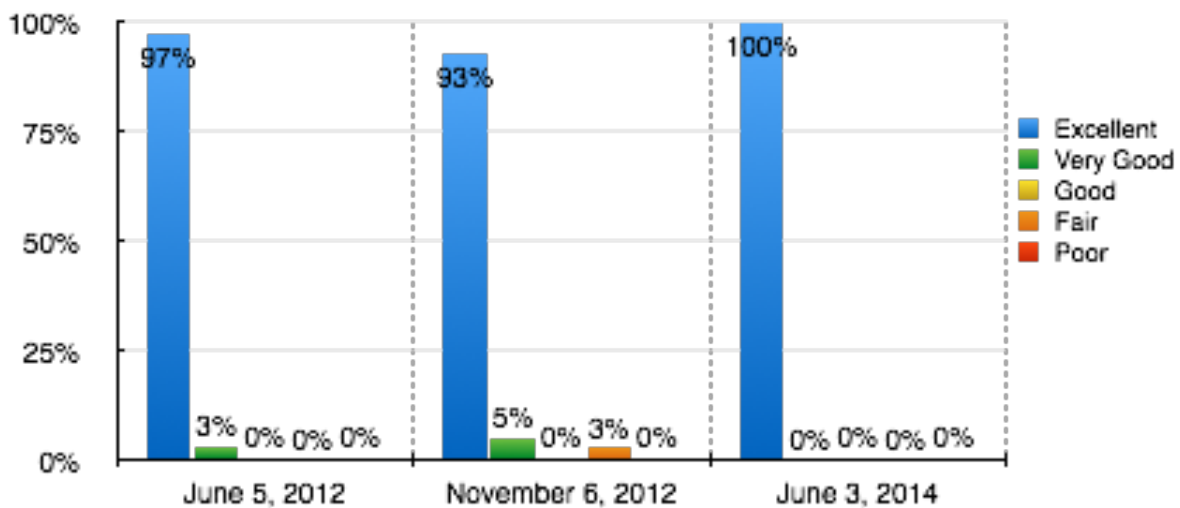


Chart #90: Overall Quality of Registrar of Voters Service (Online)



## *June 3, 2014 Conclusion*

The June 3, 2014 Statewide Primary Election survey results were positive in all eleven areas measured, with feedback being received from a wide range of participants including poll worker volunteers, contracted delivery vendors, and polling place hosts.

Areas that showed positive ratings or a positive gain in ratings were:

- Gains in strongly agree and very likely ratings in a number of areas measured
- Department is providing appropriate amounts and types of communication and interaction with poll worker volunteers and the Registrar of Voters office.
- Strong efforts that support poll worker volunteers' feeling that they are likely to return as volunteers in future elections.
- Consistently high level of customer service provided by the Registrar of Voters staff when volunteers, candidates, and voters visit, call or email our office.
- Retention of volunteers with multiple years of experience working with Orange County Registrar of Voters.

Responses that require additional attention from the Department are:

- Parking difficulties experienced by volunteers at polling places.
- Ongoing innovation that continues to improve training and supply distribution services.
- Ongoing monitoring of contracted delivery vendors' level of timeliness when providing equipment delivery services.
- Additional Vietnamese language support staff in the Public Phone Bank.

The Orange County Registrar of Voters will continue to work to improve its service on all levels and will address issues that have surfaced through the June 3, 2014 Primary Election survey results.